

The NATIONAL UNDERWRITER

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NALU Dues Boost Loses In Council By 8 Votes

By ROBERT B. MITCHELL

The proposed NALU dues increase of \$2 failed to pass at the final session of the national council during the Denver convention, missing the required two-thirds majority by only eight votes.

The only contests were in the trustee slate. As the accompanying list indicates, all seven of the male candidates were elected. The general feeling was that the outcome implied no

lack of regard for the two women candidates, Thelma Davenport, Northwestern Mutual, Washington, D.C., and Mary C. McKeon, Prudential, Newark, but the fact of having two

OFFICERS ELECTED

President—R. L. McMillon, Business Men's Assurance, Abilene, Tex.

Vice-president—David M. Blumberg, Massachusetts Mutual Life, Knoxville, Tenn.

Secretary—John Z. Schneider, Connecticut General Life, Baltimore.

Treasurer—Louis J. Grayson, Travelers, Washington, D.C. (reelected).

Trustees—David C. Bowman, Fidelity Mutual Life, Allentown, Pa.; Clyde A. Connaughton, Metropolitan Life, Shreveport, La. (reelected); Edward H. Downs, Midland National, Aberdeen, S. D.; William H. Gatling, Jefferson Standard Life, Norfolk, Va. (reelected); Philip A. Hoche, Kansas City Life, Orlando, Fla.; Earle L. Patten, New England Life, Fresno, Cal.; Lewis C. Yount, Prudential, Seattle. All trustees were elected for two-year terms except Mr. Patten, who fills out the unexpired term of Mr. Schneider on the board.

candidates split the vote of many who favored having another woman on the board.

President Davis W. Gregg of American College was presented the John Newton Russell memorial award for 1961, at ceremonies at the fellowship "brunch" on the final day of the convention. Past President Stanley Collins, Metropolitan Life, New York City, made the presentation. The award committee chairman, Past President Albert C. Adams, John Hancock, Philadelphia, could not be present because of illness.

The citation read in part as follows:
"As president of the American Coll-

(CONTINUED ON PAGE 28)

NALU Nominating Committee Elects Wardwell Chairman

Chester T. Wardwell, associate general agent of Connecticut Mutual Life at Peoria, Ill., was elected by the NALU nominating committee as its chairman at a session late in the NALU convention at Denver.

Besides Mr. Wardwell, members of the committee elected by the national council at Denver are Paul R. Green, Aetna Life, Seattle; John Pasco Jr., Equitable Society, Richmond; Robert B. Pitcher, John Hancock, Boston, and Ellen M. Putnam, National Life of Vermont, Rochester, N. Y.

Serving on the committee ex-officio are Jack White, Prudential, Los Angeles, who was selected by the 1960 nominating committee, and the retiring president of NALU, William E. North, New York Life, Evanston, Ill.

ALC Program Is Now Completed For Annual Meeting

American Life Convention has revealed the final details of the annual meeting to be held at the Edgewater Beach Hotel, Chicago, Oct. 9-13—the Financial Section program. Other portions of the over-all agenda appeared in earlier issues of THE NATIONAL UNDERWRITER.

Following conclusion of the general session meetings the afternoon of Oct. 12, the Financial Section will hold an informal discussion of investment problems. The section's formal meeting will begin the following morning and meet all day. There will also be a luncheon. Carleton G. Lane, president Union Mutual Life, will preside as section chairman. Adjournment of the entire ALC meeting will follow the close of the Financial Section sessions.

Ketchum To Lead Meeting

Marshall D. Ketchum, professor of finance University of Chicago, will lead off the section meeting after Mr. Lane's remarks with a talk on "Monetary Policy and the Life Insurance Industry." The other two morning speakers will be Robert S. Macfarlane, president Northern Pacific Railroad, discussing "What's Ahead for the Railroads?" and T. L. Avison, general manager investment division, Canadian Imperial Bank of Commerce, Toronto, speaking on Canada.

At the afternoon session, Dwight E. Sargent, editorial page editor New York Herald Tribune, will speak on "What Is Sound Political Leadership?" and Walter W. Heller, chairman Council of Economic Advisers, will discuss "The Federal Government Guides Our Economic Future."

Dawson To Retire Dec. 1 As Chairman Of Mutual Of N. Y.

Instead Of Successor, Senior V-P Post Created To Enlarge General Management Group

Louis W. Dawson, chairman of Mutual of New York, will retire Dec. 1, after 33 years with the company, but no successor will be named to his vacated position. Instead, Mutual's trustees have created four senior vice-presidencies, thus increasing the general management group from three to six men.

In what Mutual describes as a general realignment of top management responsibilities, former Vice-presidents Stanton G. Hale, Allen L. Lindley, Clifford B. Reeves and William H. Schmidt have been elected to the senior vice-president posts, effective on the date of Mr. Dawson's retirement. Each will be responsible for certain broad areas of company operation and will work closely with President Roger Hull and Executive Vice-president J. McCall Hughes.

In announcing the new executive set-up, Mr. Hull said, "MONY's rapid growth in recent years, its introduction of new lines of business and the growing complexity of its organization now require a larger general management group than we have heretofore had."

Mr. Hale, who was formerly vice-president for sales will be in charge of marketing activities for life, health and group lines. He will continue to have over-all supervision of the sales

(CONTINUED ON PAGE 34)

To Consider Change In Law As Result Of Conn. General Case

The New York joint legislative committee on insurance rates and regulations will hold a series of hearings, Oct. 23-25, one of which will cover the subject of possible changes in the law as a result of the Connecticut General decision of last June. Sen. Condon is chairman of the committee.

The New York court of appeals, the state's highest tribunal, ruled in June that Connecticut General and other out-of-state life insurers could purchase controlling stock interest in a fire and casualty company without jeopardizing their licenses to write life business in the state. The New York department, in arguing the case in the lower courts and finally the court of appeals, had maintained that should Connecticut General purchase controlling interest in a fire and casualty company, its license would not be renewed because it would be violating the sections on investment limitations in the law and be actively engaged in the fire and casualty business, also a violation.

The committee hearings will begin at 10:30 a.m. in the auditorium of New York County Lawyers Assn., 14 Vesey St., New York City. During the course of the three days of hearings, the committee will also consider two other subjects, these of interest primarily to fire and casualty insurers—one on freedom of contract and the other on proposed changes in the rate regulatory law.

Ariz. Leads States With Aug. Ordinary Gain Totaling 22%

Arizona showed the greatest percentage gain in ordinary sales in August of all the states, with the District of Columbia taking over second place and Connecticut in third. Their respective increases were 22%, 12% and 10%.

For the first eight months of the year, Alaska led with a 22% increase, Arizona placed second, with a 13% boost, and the District of Columbia was in the third spot with a gain of 11%.

National Fraternal Congress Report Starts On Page 20



Members of the two quiz panels at the Executive Secretaries Conference session of National Assn. of Life Underwriters at the recent annual convention in Denver. From left, Spencer L. McCarty, New York State association, Robert Lawler, Dallas, Helen Hottenbacher, Baltimore, Jack R. Manning, New York City, Donald C. Burns, California association, Stanley Stone, Florida association, Nona Titlow, Ohio association, William F. Leax, Pittsburgh, and Robert Wood, Boston and Massachusetts associations, who acted as quiz master.

Outlook Called Good For Passing Keogh Bill Next Session

Chances look good for the passage of the recently revised Keogh bill at the congressional session that opens in January, said Eugene M. Thore, vice-president and general counsel of Life Insurance Assn. of America, at the federal law and legislation committee meeting during the NALU convention. The only obstacles that might prevent this, he indicated, would be the possibility of war and the amending of the bill by liberal senators.

William H. Andrews Jr., Jefferson Standard, Greensboro, N. C., said that he had recently talked with Treasury Secretary Dillon, who is of the opinion that the bill will probably pass.

Gerard S. Brown, Penn Mutual, Chicago, wondered whether the committee might have been unduly influenced in abandoning its opposition to the Keogh bill by what he termed a "threat" from the American Thrift Assembly to publicize widely NALU's opposition to the bill as being based on self-interest and opposed to the interest of the self-employed who would benefit from the bill. The chairman, NALU Secretary David Blumberg, Massachusetts Mutual, Knoxville, Tenn., denied that the committee was influenced in any way by actions and statements of the thrift assembly but had simply taken what it felt to be a sound strategic position on the bill.

Calls Bill Acceptable

NALU General Counsel Carlyle Dunaway added that the bill as it now stands with its one vital amendment changing the formula for contributions and tax deductibility is a quite acceptable bill for the life insurance industry.

"If it passes as is, we would be in pretty good shape," he said.

Mr. Dunaway said that since any self-employed person making use of the Keogh measures would have to include all his employees, even as few as one, it would mean that an agent would have to be pension planner.

The possibility of getting the bill amended to permit individual trustees where level premium life insurance is used was discussed, but Mr. Thore said he considered it unrealistic to expect such an amendment to be added.

Lively discussion developed over whether association group coverage could be used under the new version of the Keogh bill. Mr. Dunaway opined that if group insurance could be sold to corporations it would appear that it could also be sold to associations. If the American Medical Assn., for example, wanted to set up a group plan for all member doctors and their employees, there seems to be nothing in the bill to prevent it.

Robert Adams Jr., New York Life, Columbia, S. C., urged the committee not to approve of the bill until it finds out what the major associations intend to do if the bill passes.

Ask 22.3% Blue Cross Hike

Hospital Service of Lima, O. (Blue Cross), has asked the Ohio department to approve a 22.3% increase in which would boost payments more than \$721,000 a year. The proposal excluded any boost for senior citizen contract rates. Lima Blue Cross rates were last increased 20.5% April 15, 1959.

Annual Program Of Actuaries In Public Practice Is Ready

Conference of Actuaries in Public Practice will hold its annual meeting at the Sheraton-Blackstone Hotel, Chicago, Oct. 9-10. Papers the first morning will be "Considerations Involved in Deciding Whether to Adopt a Retirement Plan or Deferred Profit-Sharing Plan or Both," by Sam H. Huffman, vice-president, Wyatt Co., Dallas; "Deposit Administration and Immediate Participation Guaranteed Variations," Blackburn H. Hazlehurst, group pension actuary Pacific Mutual Life, and "Reducing the Incidence of Office and Home Visits in a Medical Service Plan by Use of Co-Insurance Charges," Byron W. Straight of the company bearing his name, Vancouver, B. C.

That afternoon, papers will be "Review of Development of Public and Private Pension Plans in Canada," G. A. Cooke, Wyatt Co., Toronto, and "Competition Among Life Insurance Companies for Pension Business under Deposit Administration Contracts," William M. Howard, insurance professor University of Florida. There will follow a forum on problems of pension plans, with Preston C. Bassett, Towers, Perrin, Forster & Crosby, Philadelphia, and Frank Griffin, Wyatt Co., Chicago, as participants.

The first evening, there will be a reception and banquet, with Bourke B. Hickenlooper, senior U. S. senator from Iowa, as the main speaker.

Tuesday morning, the following papers will be presented: "The Perplexing Non-Medical Question," John J. Byrne Jr., assistant manager service (CONTINUED ON PAGE 35)

CONFERENCE LUNCHEON

Zalinski, Panel On Replacement Evils

NEW YORK—Edmund L. Zalinski, executive vice-president of Life of North America, will be the speaker at the diploma presentation luncheon of the New York City CLU chapter Oct. 25 at the Astor Hotel.

At 10:15 a.m., there will be a panel discussion available only to holders of luncheon tickets. It will be on the replacement problem. Panelists will be Spencer McCarty, Provident Mutual Life, Albany, managing director of New York State Assn. of Life Underwriters; E. J. Moorhead, vice-president and actuary of New England Life, and Robert B. Mitchell, executive editor of THE NATIONAL UNDERWRITER, who will act as moderator.

Lewis Rietz To Keynote HIA Individual Forum

H. Lewis Rietz, executive vice-president of Great Southern Life and president Health Insurance Assn. of America, will be the keynote speaker at HIA individual insurance forum, Nov. 13-15, at the Sheraton Hotel in Philadelphia.

The program will include a panel on continuance of coverage and 12 workshops at which the following subjects will be discussed: Underwriting techniques, underwriting management, claim management, sub-standard, statistical planning, new product development, policy drafting and filing, persistency and conservation, and motivation of agencies.

Variable Annuities Held Insurance And Securities In Kan.

Variable annuity certificates as proposed for issue by United Variable Annuities Trust of Kansas are subject to regulation both by the insurance commissioner and by the state securities commission, William M. Ferguson, attorney general of Kansas held in a recent opinion.

Based upon information contained in its prospectus, United Variable Annuities Fund is a mutual fund organization, the opinion stated. The trust, a companion organization, has been created to operate jointly with the fund and is a unit investment trust as defined by the investment company act of 1940. The prospectus states that this joint operation will provide a medium for accumulation and possible growth of capital, which will enable investors to receive annuity payments intended to vary with changes in the cost of living.

The fund has also maintained that there is no real assumption of risk involved in the establishment of the trust. However, the attorney general pointed out that the actual cash received by a certificate holder varies from time to time depending on the net asset value of the stock held by the trust. This value in turn varies with the investment experience of the fund and the mortality experience of the certificate holders receiving annuity payments.

In addition, the opinion said, fixed annuity contracts generally are considered insurance in the state of Kansas. Mr. Ferguson admitted that the investment of assets in the common stock market presents new and complicated problems in the insurance world. This should not be permitted to disguise the problem as being any other than an insurance problem, he held. "The fact that an insurance concept is based on the principle of investment somewhat foreign to the insurance world does not remove... (it) from regulation by the insurance commissioner."

Kokomo Life Underwriters Assn. held its annual fish fry. Guest speaker at the function was Jack Peckinpaugh, Muncie, Ind., agent for Indianapolis Life.

James E. Rutherford To Retire As Head Of Pru At Chicago

James E. Rutherford, vice-president in charge of the Chicago regional home office of Prudential, has announced his retirement, effective Dec. 1. His last day on active duty will be Oct. 27.



James Rutherford

He said in a letter to associates, "This does not mean that I shall retire to the 'shady porch' and the 'rocking chair' about which I have spoken so many times. Chicago will continue to be our home. I am planning to engage in some business activities and to participate in civic and charitable affairs of the area."

Mr. Rutherford's life insurance career began in 1931, when he joined Penn Mutual in Little Rock. He subsequently became a supervisor and assistant general agent in the Gates agency there. In 1934, he was named general agent at Des Moines and seven years later went to Seattle to head Penn Mutual's agency there.

Active in life agent association work from the beginning, he is a past president of Little Rock Assn. of Life Underwriters and of the Iowa state association. In 1939 he was elected a trustee of NALU, being named in 1942 the first executive vice-president of the national association. During the seven years he served in that capacity, NALU's membership doubled.

One of his greatest contributions to life insurance has come from his ability to inspire and motivate people. His down-to-earth, homespun philosophy has made him one of the industry's most popular speakers.

Mr. Rutherford joined Prudential in 1949 as a vice-president in the district agencies department in the Newark home office. Two years later, he was made head of both that department and the agencies service department. In 1953, he was named vice-president in charge of the newly created Chicago regional home office, moving to Chicago.

(CONTINUED ON PAGE 35)



New elected officers of American Society of CLU: From left, Frederick W. Floyd, Manhattan Life, Philadelphia, treasurer; Bruce Bare, New England Life, Los Angeles, secretary; James P. Poole, Guardian Life, Atlanta, vice-president, and Herbert W. Florer, Aetna Life, Boston, president.

what would you think if you saw an ad like this?



WANTED — Sales Executive
Salary \$800 a week, beautiful office.
Unlimited expense account, 1961 Lincoln
automobile. Country Club membership
paid and other club dues paid. Lake place
with one speed boat and cabin cruiser
furnished. Private hunting preserve
with hunting dogs and horses furnished.
Full time supervisor furnished to handle
horses, dogs, and hunting preserve. In-
surance benefits, very adequate old age
retirement plan can begin at age 55 or
later. Age 65 retirement not compulsory.
You are your own boss, you plan all of
your own work and vacations. Apply to
the Franklin Life Insurance Company,
Springfield, Illinois.

W. W. Chamberlin, Jr., Southeastern Division Manager, says,
"That's exactly the type of job I have the privilege of enjoying—
thanks to the Franklin Life."



The Friendly.
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the world devoted
exclusively to the underwriting of Ordinary and Annuity plans.

Over Four Billion Dollars of Insurance in Force

More Photos Of NALU Denver Annual



Installation of new officers of NALU at the fellowship "brunch" that concluded the convention in Denver (all standing): Lester O. Schriver, executive vice-president, the installing officer; Louis J. Grayson, Travelers, Washington, D. C., treasurer, John Z. Schneider, Connecticut General, Baltimore, secretary, David Blumberg, Massachusetts Mutual, Knoxville, Tenn., vice-president, R. L. McMillon, Business Men's Assurance, Abilene, Tex., the new president, and William E. North, New York Life, Evanston, Ill., immediate past president.



Two of the 26 picturesquely attired sergeants at arms who functioned at the convention: Earl Thomson Jr., Acacia Mutual, Littleton, Colo., and James Q. Hammond, Equitable of Iowa, Denver.



R. L. McMillon, left, Business Men's Assurance, Abilene, Tex., is congratulated on assuming the presidency of NALU, at the fellowship "brunch" during the recent convention in Denver, by Lester O. Schriver, executive vice-president.

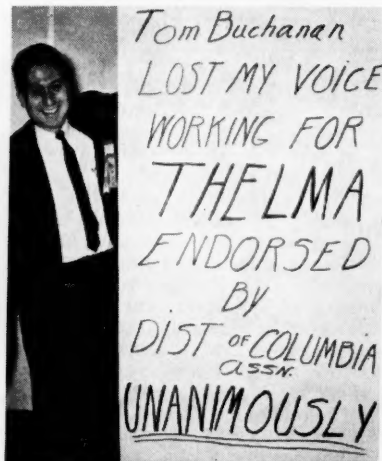
James A. Byrd, associate executive vice-president of NALU, William S. Hendley Jr., Mutual of New York, Columbia, S. C., past president of NALU, and Edward C. Schroder, New England Life, Appleton, Wis.



Thomas G. Burgess, Phoenix Mutual, president of the Philadelphia association, Jose Ramirez, Pilot Life, San Juan, Puerto Rico, and Nelson J. Oppenheim, Midland National, Denver.



President Davis W. Gregg (right) of American College receiving plaque attesting to his selection as the 1961 recipient of the John Newton Russell memorial award of NALU. At left is Stanley C. Collins, Metropolitan Life, New York City, past president of NALU, who made the presentation because of the illness of the award committee chairman, NALU Past President Albert C. Adams, John Hancock, Philadelphia.



Thomas R. Buchanan, New York Life, Washington, D. C., uses a visual aid to endorse the trustee candidacy of Thelma Davenport, Northwestern Mutual, Washington, D. C. Mr. Buchanan had a doctor's certificate to prove his disability, in case of a challenge by any competitor's backers.



Robert C. Gilmore Jr., Mutual Benefit Life director of public relations and a past president of NALU; John D. Marsh, president of Variable Annuity Life, and Robert R. Reno Jr., Equitable Society, Chicago.

NALU trustees at the national council meeting: Clyde Connaughton, Metropolitan Life, Shreveport, Robert S. Clayton, Liberty National Life, Mobile, Ala., and R. Edwin Wood, Phoenix Mutual, San Francisco.



R. L. McMillon, Business Men's Assurance, Abilene, Tex., making his acceptance speech as the new president of NALU.



J. R. Ward, vice-president and director of agencies of Equitable of Iowa, and Harold W. Baird, superintendent of agencies Northwestern Mutual.

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Johnson Is Hired As Doctor For Sick Ind. Insurers

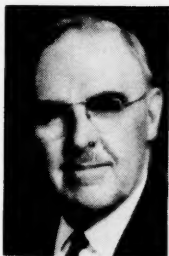
Martin D. Johnson has joined the Indiana department as general administrative deputy commissioner. He recently retired as general auditor of Lincoln National Life after nearly 40 years with the company.

Mr. Johnson has served, in addition to his duties with Lincoln National, as a consultant to many companies in connection with administrative, merger, reinsurance, audit and planning functions. His duties with the Indiana department will be in connection with companies presently in financial difficulties. He will try to restore them to health, presumably using his experience with mergers to effect some consolidations.

Mr. Johnson is being paid a per diem of \$70. On an annual basis he will receive more than Commissioner Harry McClain. In announcing Mr. Johnson's appointment, Mr. McClain said:

"Today, more than ever before, the public must have unmistakable proof that the companies in which they have entrusted their future security are financially able to discharge all their obligations, not only today, but in the years to come."

Mr. Johnson will have general administrative duties specializing in analyzing the financial stability of Indiana domiciled companies.



M. D. Johnson

2 Mutual Of New York Agencies Routine Work Now Done By Computer

Seven years of work began to bear fruit last week when Mutual of New York's long-planned electronic data processing system took over all the routine daily operations relating to life insurance policyholders in two of its agencies.

For the last several months, Mutual has been conducting a dual manual-and-electronic operation to check out its new equipment, an IBM 7070/1401.

The company has begun switching its 167 agencies in the United States and Canada to exclusive electronic operations. The first two agencies on the conversion schedule, in Manchester, N. H., and Indianapolis, Ind., were switched over last week, and others will be converted, one and two at a time, during the next two years or more.

Will Take Four Hours

When all agencies have been switched to electronic operation the solid-state, tape-oriented system will review all of Mutual's 1.5 million life policies in four hours each day. It will extract from the master tape record all those policies—25,000 on an average day—requiring action. It will then handle many of these actions itself; others it will hand over to the company personnel concerned, with instructions.

It will, for example, calculate all the information to be shown on premium notices and then print those notices at the rate of 10,000 in less than two hours. The 7070/1401 is doing all of these things now for the two agencies already converted.

Rules On Non-Forfeiture Benefits

HARRISBURG—Life and endowment policies issued in Pennsylvania since Jan. 1, 1912, have statutory non-forfeiture benefits, the state justice department has ruled in an opinion requested by the insurance commissioner. The decision also includes industrial policies, but term policies, of course, are exempt from the ruling.

Connecticut General Life's 41st Street branch office at New York has moved to 30 East 42nd Street and henceforth will be known as the Cahill agency. Patrick T. Cahill is manager.

Addresses Indianapolis Life Men

J. G. Brown, superintendent of agencies of Northwestern Mutual Life, was the principal speaker at a meeting of Indianapolis Assn. of Life Underwriters at the Marott Hotel. Mr. Brown was vice-president of the association when he was appointed assistant superintendent of agencies in 1958. He became superintendent of agencies in 1960.

Southland Life has been admitted to Hawaii, Idaho and Missouri, and now is licensed in 25 states and the District of Columbia.

one of the
best
and one of the
busiest

Comparable year-to-date figures continue to show that Central Life's sales consistently run well ahead of the life insurance industry as a whole. There are several reasons why this is so—and Central Life agents agree that an important one is *true graduated premium* on all plans (except single premium). The quantity discount idea, first introduced in the United States by Central Life in 1955, is another example of the sales-minded leadership that's making "One of the Best" one of the busiest, too!

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA
Progressive and competitive, yes . . . but not

at the expense of financial security

ASSETS	\$180 Million
SURPLUS	\$15 Million
INSURANCE IN FORCE	\$650 Million

CONGRATULATIONS AND BEST WISHES

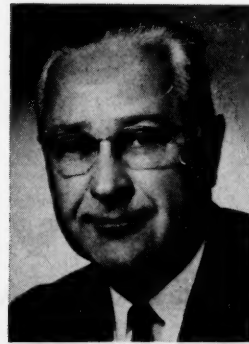
TO

G. A. M. C.

on the occasion of its
10TH ANNIVERSARY



L. V. Drury
Past National Chairman



L. E. Miller
Director

SUN LIFE ASSURANCE COMPANY OF CANADA

Bankers L. & C. Has Non-Medical Life Cover Up To Age 80

Bankers Life & Casualty is issuing a special policy for older persons which may be written non-medically to age 80. The issue ages are 44 through 80 and the policy is offered in amounts up to \$2,500. Bankers L.&C. believes this is an industry first.

Farmers New World Life reports a new record for submitted business

during August; the previous high of \$13,936,416 set in March of 1960 was exceeded by over 30% when a volume of \$18,343,926 was received.

Federal Kemper Life's Complete List Of Officers

In THE NATIONAL UNDERWRITER's report of Kemper group's new life insurance subsidiary, Federal Kemper Life Assurance, the complete list of officers should have read: James S. Kemper, board chairman; Hathaway G. Kemper, chairman; Martin P. Lu-

thy, president; W. H. Rothermel, executive vice-president; J. F. Leary, vice-president; Mark Kemper, treasurer; R. T. Filip, assistant treasurer; A. S. Iandoli, assistant treasurer; Chase M. Smith, secretary and general counsel; W. T. Tower, assistant secretary, and L. H. Barnhart, actuary.

Kentucky Central Life & Accident celebrated its president's birthday month by writing a record volume of \$8,590,957 of ordinary life during August.

Dumont Named Head Of New Insurer Operating In Puerto Rico Area

A new life company—Insurance Company of the Americas—has been formed in San Juan, Puerto Rico, to serve the Puerto Rican market initially and later other international markets, especially those in Central and South America. At a meeting of the directors, Delbert D. Dumont was elected president and chief executive officer of the new life insurer.



Delbert D. Dumont

Mr. Dumont entered the insurance business in 1937 with National Life & Accident, later becoming vice-president and a director of Union National Life. He then joined Northeastern Life as vice-president and a director and after that was executive vice-president and general manager of Kentucky Central Life & Accident.

Capital \$2.5 Million

Authorized capitalization of the new company is \$2.5 million. Original shares have been issued at \$40 each, of which \$20 is paid-in capital and \$20 is paid-in surplus.

Directors of the company include the following from the insurance business: Mr. Dumont, who is also founder of the company; Jorge L. Cordova, president of Porto-Rico-American Insurance Co.; James F. Miller, senior vice-president of Blythe & Co.; Rafael Roca, executive vice-president of Porto-Rico-American Insurance Co.; George T. Stewart, manager of the insurance and bank stock department of Blythe & Co., and W. J. Williams, director of Western & Southern.

Manhattan Life Of N. Y. Summer Sales Drive Nets Record Paid For-Business

Manhattan Life of New York's paid-for business in June, July and August—the period covering the summer sales campaign dedicated to Chairman J. P. Fordyce—was \$70,497,661, a record and almost \$4 million more than the previous high for the period achieved in 1959. The 1961 campaign also marked Mr. Fordyce's 50th anniversary in the life insurance business.

Individual leaders for the campaign were William F. Norton Jr., New York, ordinary volume; Royal L. Brown, Detroit, ordinary lives; Harold L. Regenstein, New York, pension trust volume, and Alex J. Fishbein, Los Angeles, group life volume.

Agency leaders were the Grosten agency at Los Angeles, ordinary volume and group life volume, and the Werner agency at New York, pension trust volume.

Occidental Of Cal. Extends Grace Period To Carla Stricken

Occidental Life of California has granted a policy premium grace period to Hurricane Carla-stricken policyholders whose premium payments fall due through September, October and November. The grace period has been extended to Jan. 2, 1962. A series of newspaper advertisements has been employed to reach Occidental life and A & S policyholders whose home or businesses suffered storm damage.

Groups as small as five are eligible for

Provident's

SALARY ALLOTMENT PLAN

Offer a choice of disability income plans to a variety of occupations and professions. You can offer a choice of guarantees, realistic indemnities, premium reduction, optional employer participation, monthly budget basis, and tax advantages.

A natural tie-in with Salary Savings Life Insurance.

Income potential to the producer is outstanding.

GET IN TOUCH WITH PROVIDENT'S NEAREST OFFICE
OR WRITE TO:

ACCIDENT DEPARTMENT

PROVIDENT
LIFE AND ACCIDENT INSURANCE COMPANY
CHATTANOOGA

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Premiums On New Ordinary Policies Up 4.2% In 7 Months

HARTFORD—First-year ordinary premiums collected in the United States, including premiums on single-premium policies, totaled \$720,624,000 for the first seven months of 1961, up 4.2%, according to the new LIAMA monthly survey of premiums. Of the total, \$138,066,000 was on single premium plans, for an increase of 16.8%. For the remaining \$582,558,000, the increase was 1.6%.

For July, first-year premiums, including single premiums, totaled \$101,070,000, up 4%. Of the total, \$19,674,000 was single premiums, up 17%. For the remaining \$82,396,000 the increase was 2%.

Ordinary renewal premiums for the first seven months totaled \$4,358,343,000, up 5.9%. For July, the figure was \$610,435,000, up 6%.

Group for the first seven months totaled \$940,634,000, up 6.05%, while for July it was \$135,731,000, up 1%.

Wholesale for the seven months was \$22,538,000, up 8.5%, and for July alone it was \$3,194,000, or 12% ahead.

Total industrial premiums, new and renewal, for the first seven months were \$834,251,000, off 2.9%, while for July they amounted to \$23,404,000, up 8%.

For Canada, the ordinary first-year collected premiums, other than single premiums, for the first seven months were \$42,973,000, up 6%. For July, \$6,262,000, up 2%. Single premiums, seven months, \$8,270,000, up 5%. July, \$1,262,000, up 9%. Renewals, seven months, \$326,655,000, up 8% July, \$46,152,000, up 2%.

Group, seven months, \$56,437,000, up 6%. July, \$8,144,000, up 21%. Wholesale, \$705,000, off 10%. Industrial, total premiums, seven months, \$24,866,000, off 8%. July, \$3,358,000, no change.

White & Winston Agency To Hold Forums On Pensions And Profit Sharing Plans

The White & Winston Agency, general agents of United States Life at New York, will hold two forums on pension and profit sharing plans, Oct. 10 and Oct. 26, at United States Life's home office. Speakers at the forum will be Richard T. Griffin, agency pension consultant, and Charles P. Moore, actuarial pension consultant. New prospecting and sales materials prepared by the company's pension department will be demonstrated at the meetings.

Speaker Will Be Quizzed At N. Y. C. Agents Meeting

Martin Bregman, Penn Mutual Life, one of the two speakers at the educational meeting of New York City Life Underwriters Assn., Oct. 19, will be queried on his work habits and business success by Alfred S. Howes, Connecticut Mutual Life. The other speaker will be Boris Todorovich, Provident Mutual Life, who will discuss "A Simple Approach to Business Insurance Sales."

Mr. Bregman delivered this presentation, titled "Under the Spotlight," assisted by Mr. Howes, during the New York State association's annual sales caravan last year.

The meeting will begin at 2:45 p.m. in the north ballroom of the Hotel Astor.

Emory Huff, agency vice-president Federal Life presents the new rate book to his home office field staff for distribution to agents and managers. Accepting the manual are (center) Robert W. Vehlow, superintendent of agents, and Robert Ewbank, assistant supervisor of agents.



Honor P. W. McDonald

Several hundred friends and admirers of Philip W. McDonald, the new assistant director of insurance of Illinois, attended an informal reception at the Pick-Congress Hotel in Chicago Monday evening to congratulate Mr. McDonald.

The guest list was made up of non-insurance as well as insurance people and a number of wives. Director and Mrs. Joseph S. Gerber were on hand.

Old Republic Appoints

Old Republic has appointed G. Shannon Grover & Co., Chicago, underwriting manager for individual and employer-employee group and for A&S.

United Security Life of Des Moines had an increase of 133% in paid for production in August over the same month in 1960. For the first eight months of 1961, the company had a gain of 30%.

Federal Life Has New Rate Manual And Policies

Federal Life has issued a new rate book and new policies. The book is the result of two years research and work by the home office staff. It is designed to give the field force a more competitive line of policies.

The new rate book is 275 pages in looseleaf binder size. It is divided into sections covering general life information, premium rates, table of non-forfeiture values, health insurance in combination, underwriting, and dividends.

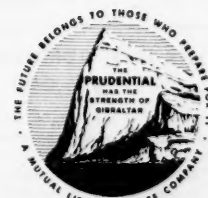
Advance copies of the new manual were presented to agents and managers attending the September convention at Washington and to those at the regional sales meetings in Chicago. During the last week of September teams of home office officials conducted meetings and distributed copies to managers throughout the U. S.

Valley Forge Life has reached the \$100 million mark in insurance in force.

You'll enjoy "THE TWENTIETH CENTURY," Sundays, CBS-TV

...THE
MAN...
THE
KEY...
AND
THE
OPEN
DOOR

The man: A professional. Wisely, he has chosen the path to self-improvement. And after years of specialized study, he has earned the right to wear this coveted key. • The key: A symbol that signifies that this man is a CHARTERED LIFE UNDERWRITER. It marks his success and serves him as a dooropener to the industry and the public. • The Prudential proudly counts 691 of its people among those who have earned this professional designation and 58 who have received the Diploma in Agency Management. Of these, 82 completed the CLU Course in 1961 and 8 completed the Agency Management examinations. Others who passed CLU or Agency Management Parts this year number 509 and 24, respectively. • Prudential is also proud of the 1,098 persons who, this year, brought to 7,389 the number of Prudential Life Course Graduates of the Life Underwriter Training Council Course. Another 1,474 completed one part of the Life Course in 1961. The Company congratulates, too, the 597 Prudentialites who successfully completed the Health Insurance Course—there are now 3,313 Prudential graduates of this area of study. • Prudential salutes all of you men who have earned this key. It will open many doors and win you the respect of both the industry and the public. Congratulations!



THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

Lutheran Brotherhood Management Has Won Out, Granrud Reveals

Carl F. Granrud, president Lutheran Brotherhood, last week issued a statement announcing that a vote of confidence has been given present management "in the controversy instigated by an insurgent minority."

Signed cards and statements, which are on display, have been received from 664 delegates indicating they do not want a special convention and will not vote for a special convention, Mr. Granrud said. In addition, 142 delegates have declined to participate in the issue on either side of the question.

"This means that 806 out of 1,289 delegates have indicated they do not

want a special convention this December. They are willing to await the next general convention, in 1963, for consideration of the affairs of the society.

"It is obvious to us, and, we are sure, obvious to the Lutheran Brotherhood family throughout the U. S. and Canada, that the efforts of the dissident minority group have failed to upset our fine organization. The insurgents cannot obtain the 645 votes they require.

Pleased About Failure

"We are glad their efforts have failed."

Mr. Granrud pointed out that during a two-month sales campaign just completed, agents wrote more than \$57 million in new business. In August alone, issued and paid-for busi-

ness totaled more than \$25,750,000, an increase of 16% over August of last year. For the year to date, business has increased almost 10% over 1960.

"In conclusion," he said, "we wish to say that we hold no grievance against those delegates who were misled by the self-seeking leaders of a very small minority group. At the same time we are hopeful there will be no more disruptive influences during the next two years which can only work to the detriment of the society."

The week before this, the Minnesota attorney general's office was requested to investigate the fraternal. The request came from H. E. Skar, former attorney for the society and one of the leaders of the group seeking the special convention to consider replacing management.

Latest development in the Lutheran Brotherhood controversy is a request that the Minnesota attorney general's department investigate the management of the fraternal. The request came from Harvey E. Skar, former attorney for the society and now one of the leaders of the group seeking a special convention to consider replacing the present management.

Another development was the resignation of Cyrus Rachie, attorney for the brotherhood. He issued a statement saying: "Because of the fact that some statements being released by the present management of Lutheran Brotherhood in my opinion are not truthful, and because of inequities concerning many of its personnel, I prefer not to be associated with Lutheran Brotherhood under these circumstances."

An insurgent group in the insurance brotherhood is seeking to unseat Carl F. Granrud, the president, charging mismanagement of the brotherhood affairs. In his own defense Mr. Granrud has filed with Attorney General Walter Mondale a copy of the convention examination report prepared by examiners of Minnesota, Delaware and Oklahoma.

"We are proud of our accomplishments," Mr. Granrud said. "The examiners spent four months, from January through April of this year, checking the condition of the affairs of the Lutheran Brotherhood," Mr. Granrud quoted the report of the examiners as saying: "The records were found to be in order and to properly reflect the election of directors and officers, the purchase and sale of securities and other matters requiring executive approval."

Mr. Granrud commented: "In our experience, we find it most unusual

American United Holds An Executive Workshop At Its Home Office

Sixty-four insurance officials, representing companies in 23 states, attended an executive workshop on top management problems this week at American United Life's home office in Indianapolis.

The three-day workshop was designed as a guide to sound management policies and to be especially helpful to officers of new companies.

Guest Speaker Named

Guest speakers were Raymond J. W. O'Toole, executive vice-president and co-founder, O'Toole Associates; Frank Whitbeck, president American Foundation-Pioneer Western Life; William O. Sahm, executive vice-president and director North American Equitable Life; Brice F. McEuen, vice-president and agency director Lamar Life; Joseph G. Wood, judge, Marion County (Ind.) probate court, and Hilbert Rust, president Research & Review Service.

American United Life faculty representatives were Clarence A. Jackson, president and chairman; Edward M. Karmann, senior vice-president, treasurer and controller, and Frank J. Travers, vice-president, securities. C. E. Gaines, director Southern Methodist Institute, also a faculty member, is director of the workshop.

Conn. Mutual Life Eases Private Pilot Restrictions

Connecticut Mutual Life has again lowered some of its civilian aviation underwriting restrictions applied to private pilots.

Liberalizations include a reduction from 400 to 100 in the number of hours of solo flight a non-professional pilot flying less than 125 hours annually must have to qualify for insurance at standard rates.

Also, pilots age 35 and over with at least 400 hours of solo flight can qualify for standard coverage if they fly less than 200 hours annually.

Other changes include a reduction in the extra premium charged professional pilots engaged in crop dusting, inclusion of scheduled helicopter pilots under the rules for standard insurance applied to scheduled airline pilots, and acceptance of glider pilots under the underwriting rules for non-professional civilian flying.

that examiners could make such a comprehensive examination as was made of our organization without expressing one word of criticism."

EXCEPTIONAL OPPORTUNITY FOR

GENERAL AGENTS *You!*

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Be a General Agent NOW if you are a Life Agent or General Agent with these qualifications:

- Aggressive, ambitious, good references.
- Top past production performance.
- Self-starters, over age 27, married.
- A desire to manage your own business.
- No executive experience necessary.

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Our NEW Expansion Program brings you the prestige and experience of an old line company plus:

- Top commissions for Agents and General Agents.
- Life-time (of policy) fully-vested renewals.
- New, modern, well-merchandised Life policies.
- Complete, competitive line of Health Insurance.
- New and exclusive Audio-Visual Program.
- Service, flexibility, competitiveness and quality.

Contact: Superintendent of Agencies
211 West Wacker Drive
Chicago 6, Illinois

CENTRAL STANDARD LIFE

INSURANCE COMPANY

Founded 1906

Home CHICAGO Office



A&H SALES MANAGER \$11,000

This is an unusually fine opportunity for a man with a successful sales record and an ability to lead men. West Coast opening and men in that area preferred. Will consider Midwesterners with exceptional backgrounds. To qualify, a high degree of job stability must be shown. Send all inquiries to Bill Hemingway. #N-1123

LIFE H.O. ADMINISTRATOR \$15,000

A minimum of ten years in recent direct Home Office experience must be shown to qualify for this prime management role. Previous company in \$100 Million size category is background preferred. This is an excellent opening in a desirable area of the Southwest with a very progressive company. Refer your inquiry to Bruce Van Keuren. #N-1124

LIFE GENERAL AGENT \$15,000

Your time is your most valuable asset. Utilize our contacts throughout the country and save needless time, effort and expense. In a short time companies will contact you on our recommendations. We adhere to your geographical preferences and income requirements. Many of the companies assist in our fee. Refer all inquiries to Bill Hemingway. #N-1125

Please refer to job number in your inquiry. Write for "HOW WE OPERATE". No obligation to register. All inquiries handled confidentially.

FERGASON PERSONNEL

INSURANCE PERSONNEL EXCLUSIVELY

330 S. Wells

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Chicago 6, Illinois

GROUP SALES MANAGER \$10,000

One of the finest New England companies, a leader in A&H production, needs a qualified man in Los Angeles. A successful sales background and job stability must be presented to qualify. This can, in our opinion, lead to greater responsibilities and unlimited income potential. All inquiries held in confidence. Direct them to Bill Hemingway. #N-1126

CHIEF ACTUARY/VICE PRESIDENT \$20,000

A Fellow of the Society is the man preferred by this growing company in the Southwest to take complete charge of its Actuarial Department. The company has over \$200 Million in force, is long established, and in the fields of Life, A&H, Group and Annuities. Any inquiry on this to Bruce Van Keuren will be held in strictest confidence. #N-1127

MORTGAGE/INVESTMENTS DEPT. MGR. \$12,000

A fine educational background as well as experience in all types of commercial and residential mortgage lending will appeal to this well known eastern company. Knowledge of credit analysis, profit & loss statements and balance sheets preferable. Familiarity with New York area is needed. Inquiries: Bruce Van Keuren. #N-1128

Canadian Agents Association Guide Spells Out Ethics Code

A booklet, which in effect is both a definitive statement of ethical practices and a guide for members of Life Underwriters Assn. of Canada, has been published by the association and distributed to its members as well as life insurance industry leaders.

The association, in releasing the booklet, said its responsibility in the area of ethics and practice goes beyond the investigation of complaints and the disciplining of its members. There must also be a continuous and effective educational program within the association, one that is designed to guide and encourage members to adopt and maintain good ethical practices. With this fact in mind, the association said it hoped the booklet will serve as a useful guide to a proper course of ethical and professional conduct for producers.

Among the subjects discussed in the 34-page booklet are replacement, rebating, the handling of confidential information, priority to policyholder interests, defamation, misrepresentation, violation of life insurance laws, practice detrimental to life insurance, when the sale should be considered complete, publicity and advertising, relations with other professions, complaints and other topics having to do with ethics and ethical practice.

On the subject of replacement, the booklet has this to say:

Ethics Of Replacement

Replacement is an offense under the association's by-laws and is defined as follows:

"—Inducing or tending to induce directly or indirectly an insured to lapse, forfeit or surrender for cash or for paid-up or extended insurance or for other valuable consideration, any contract of life insurance with another insurer, where the existing contract contains tables of cash surrender and paid-up insurance values. Any contract, rider or endorsement which does not include tables of cash surrender and paid-up insurance values does not fall within this definition."

From this definition it will be observed that there are three main factors involved in the offense of replacement:

—Action by the life underwriter which directly or indirectly induces or tends to induce the replacement.

Replacement is an offense under the rider in one insurance company by a policy or policy rider in another insurance company; and

—The policy or policy rider being replaced must contain tables of cash surrender and paid-up insurance values.

This offense rests on the basic premise that a policyowner will suffer a loss if one policy with permanent insurance values is cancelled in favor of another policy. It is, of course, a policyowner's right to cancel existing insurance and apply for new insurance to replace it. However, it is an offense for a life underwriter to be in any way responsible for leading the policyowner to this decision.

There has been a tendency in the life insurance industry to draw a line between permanent insurance and term insurance and to take the position that it is proper procedure to replace term insurance with permanent insurance. This practice has not always proved to be either sound or in the best in-

terests of policyowners. With the increasing variety of policies and riders on policies the line between permanent and term insurance has tended to become less clearcut. Therefore, the association by-laws were amended to establish the more precise description of replacement as applying to policies

which contain tables of cash surrender value and paid-up values.

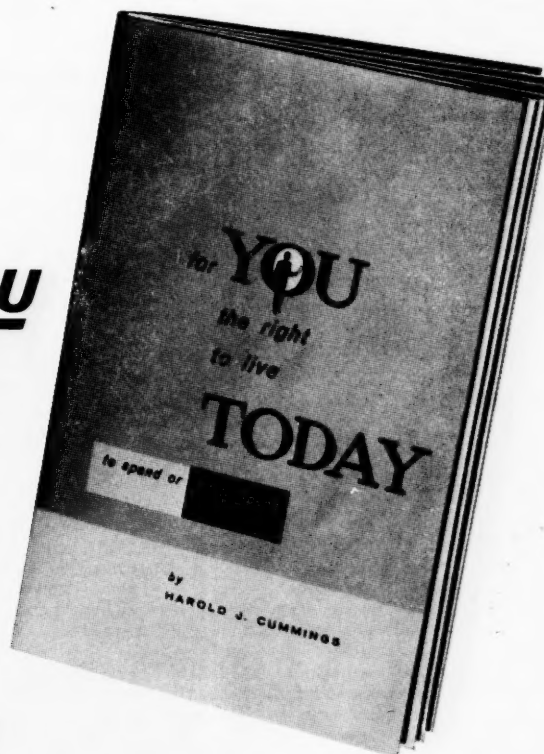
Therefore, if what is described as term insurance is replaced on the advice of a life underwriter it is not likely that he will be exposed to a charge of replacement as defined in the association by-laws. However, it should not be assumed that policies that carry the label of "term" insurance can be replaced indiscriminately.

The life underwriter who concludes that a term insurance policy should be replaced by a permanent policy has a duty to inquire fully into the features

of the term policy and to ascertain the basis, if any, on which it could be converted to permanent insurance in the issuing company. There is also the question of whether the incontestable and suicide clauses would run from the date of the original policy or from the date of the conversion. There may be the possibility that medical or occupational extra premiums or aviation or other restrictive clauses would apply if a new policy were written with a new company.

All of these factors and any others
(CONTINUED ON PAGE 16)

It's time for **YOU**
to **SOUND OFF**
too!



It's time for all of us in the life insurance industry to sound off loud and clear about the incomparable values that make our product "good property for all, the only property for most, the best property for many."

We are being out-promoted, out-talked and out-sold in this competition for the family man's dollar by others in the investment and savings industries—too often at the expense of sound family protection.

"For You, the Right to Live Today" is a new booklet setting forth the values of life insurance in a way the family man can

understand. It was written by Harold J. Cummings, President of Minnesota Mutual Life, and is a revision of our booklet "Today for the Ordinary Man, the Only Way."

This new booklet, "For You, the Right to Live Today" is a strong sales tool. It belongs in the kit of every life insurance man. We make it available at 20c per copy to partially cover our cost. Use the coupon below to place your order.

THE MINNESOTA MUTUAL LIFE

INSURANCE COMPANY

Victory Square—St. Paul 1, Minnesota

Please send me _____ copies of "For You, the Right to Live Today." I am enclosing 20c per copy to partially cover our costs.

NAME _____

ADDRESS _____

CITY _____

STATE _____

NO _____



Home Office Changes

Mutual Of New York

Joseph W. Scott has been made assistant auditor. He was assistant director of purchasing and office services.

Security Mutual, N.Y.

Charles F. Kennedy, president of Kennedy Valve Manufacturing Co. of

Elmira, and Carl H. Pforzheimer Jr., general partner of Carl H. Pforzheimer & Co., New York investment firm, have been elected directors.

New England Life

Malcolm V. Smith, assistant manager of pension business, has been named acting manager while Thaxter

P. Spencer, assistant secretary and manager of pension business, does a tour of duty as commanding officer of the destroyer U.S.S. Miller.

Pan-American Life

Jim G. James has joined the field supervisor training program. He has been division manager with Prudential at Oklahoma City. He is a CLU.

Massachusetts Mutual

Arthur C. Caps, agency assistant, has been made assistant director of

agency costs and Gordon S. Fountain, manager of the premium accounting department, has been named assistant accounting secretary.

New York Life

Frederick G. Duncan has been appointed 2nd vice-president in the treasury department. He joined the company as head of the bank division of the treasury department in 1950.

Joseph D. Austin and Alan R. Sullivan, actuarial assistants, have been named assistant actuaries. Both are fellows of Society of Actuaries.

Frank J. Alpert, actuarial assistant, has been appointed assistant group actuary and Henry T. Furlong, who joined the company as an actuarial student in 1952, has been named actuarial assistant in the group actuarial department. Mr. Alpert is a fellow and Mr. Furlong an associate of Society of Actuaries.

Allstate Life

Roy R. Anderson has been named vice-president and Paul J. Overberg actuary of Allstate Life and its affiliate, Cross Country Life.

Mr. Anderson joined Allstate in 1959 as chief actuary and pricing director. Mr. Overberg recently joined Allstate, coming from Security Mutual Life where he served as group actuary.

Minnesota Mutual Life

Charles E. Childs of Denver who retired as general agent there in 1959 in favor of his son, Edward, will be doing special work for the company under the direction of Herb Elston, vice-president of sales. He will devote a major part of his effort to assisting general agents throughout the country in developing solid agency growth.

Mr. Childs started in the business in 1929, went with Minnesota Mutual in 1939 as general agent at Danville, Ill., and went to the home office in 1941 to become assistant superintendent of agencies. He was appointed

Conventions

Oct. 9-10, Conference of Actuaries in Public Practice, Sheraton-Blackstone Hotel, Chicago.

Oct. 9-13, American Life Convention, annual, Edgewater Beach Hotel, Chicago.

Oct. 10, Insurance Economics Society, annual, Edgewater Beach Hotel, Chicago.

Oct. 11, CLU seminar, Marquette University, Milwaukee.

Oct. 11-12, NAIC president's meeting with committee chairmen and vice-chairmen (executive sessions), and NAIC executive committee special meeting (executive sessions), Edgewater Beach Hotel, Chicago.

Oct. 16-18, Zone 6 of NAIC, Holiday Hotel, Reno. (All executive sessions).

Oct. 17, CLU seminar, Washington Athletic Club, Seattle.

Oct. 18-20, Institute of Home Office Underwriters, annual, Jung Hotel, New Orleans.

Oct. 26-28, Midwest Management Conference annual, Sheraton Hotel, French Lick, Indiana.

Nov. 7-10, Life Insurance Agency Management Assn., annual, Edgewater Beach Hotel, Chicago.

Nov. 9-10, New York State Assn. of Life Underwriters, fall delegate meeting, Sheraton-Syracuse Inn, Syracuse.

Nov. 13-15, Health Insurance Assn., individual insurance forum, Sheraton Hotel, Philadelphia.

Nov. 13-15, Society of Actuaries, annual, The Greenbrier, White Sulphur Springs, W. Va.

Dec. 4-8, National Assn. of Insurance Commissioners, regular meeting, Baker & Adolphus Hotels, Dallas.

Dec. 11-12, Assn. of Life Insurance Counsel, annual, Waldorf Astoria, New York City.

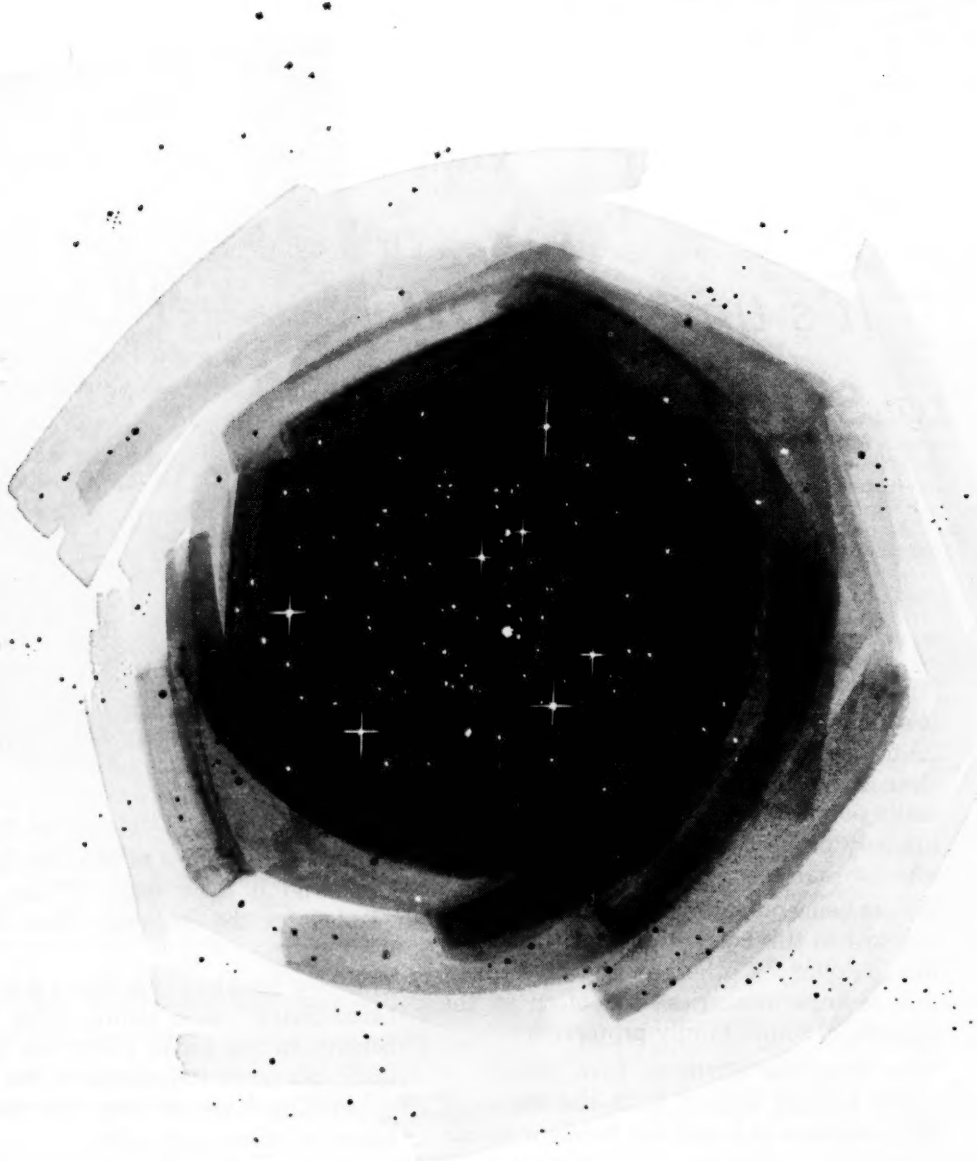
Dec. 13, Institute of Life Insurance, annual, Waldorf-Astoria Hotel, New York City.

Dec. 13-15, Life Insurance Assn., annual, Waldorf-Astoria Hotel, New York City.

Dec. 27-29, American Risk & Insurance Assn. annual, New York City.

1962

Jan. 26, CLU seminar, University of Miami, Miami.



although time is a relative term...



BANKERS LIFE OF NEBRASKA has experienced great progress in the short time since 1887. We are now in a period of accelerated expansion—a breakthrough created by an outstanding field force coupled with vigorous management leadership and imagination.

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general agent at Denver in 1943. The C. E. Childs agency won every award the company could give and in 1959 had an annual new business volume running between \$6-8 million and insurance in force totaling more than \$50 million.

Investors Syndicate L&A.

Lloyd J. Ostlund has been elected general counsel. He will succeed Edward M. Burke, who has resigned to devote full time to his position as general counsel for Investors Diversified Services. Mr. Ostlund has been in private law practice and before that was in the general insurance and real estate business in Minneapolis.

Metropolitan Life

Paul H. Knies and Joseph A. Ryan Jr., assistant controllers, have been promoted to associate controllers. Named assistant controllers are George W. Burkert and Edson R. Fee.

California Life

J. J. McCarthy has been named assistant vice-president, group sales. Mrs. McCarthy has been engaged in public relations and publicity work in Washington and St. Louis since 1949.

Boston Mutual Life

Thomas M. Joyce has been elected a director. He is general counsel of Massachusetts Bankers Assn. and counsel for the Boston Herald-Traveler Corp.

Bankers National Life

David B. Reynolds has been appointed assistant director of group sales. He has been with Provident Mutual as a home office group representative.

General American Life, N.J.

James N. Knipshild has been named to manage the newly created new business department in group operations. He had been vice-president in charge of group for Fidelity Bankers Life.

Sun Life Of Canada

Donald L. Gauer, actuarial assistant, has been named assistant underwriting officer. He is a fellow of Society of Actuaries.

Franklin Life

Mrs. Virginia Kirkpatrick has been appointed manager of the women's division at Memphis. For eight years Mrs. Kirkpatrick was with Aetna Life.

EMPIRE LIFE has named Harold C. Vollmann vice-president and agencies director. He began in the business with Midland Mutual Life in 1936 in the Chicago area and has since served as vice-president of American Life Assn., Wabash Life and National Security.

NORTHERN STATES LIFE, Milwaukee, has appointed Edward W. Beresford assistant to the president. He will be in charge of general administration, including life underwriting and policy issue. He was formerly secretary of Old Line Life.

GRANGE MUTUAL LIFE, Nampa, Ida., has appointed Harold Morrison an underwriter. He had been underwriting manager for Colorado Credit Life of Boulder.

UNITED EQUITY LIFE, Chicago, has raised Jerome S. Garland from president to chairman, and Charles E. St. Louis from executive vice-president to succeed Mr. Garland.

Newly elected directors are Harold Handley, former governor of Indiana;

George Lull, U.S. deputy surgeon general, retired; Samuel H. Shapiro, lieutenant governor of Illinois; George Salerno, president of Salerno-McGowan Biscuit Co.; Dr. Walter G. Maddock, chief of surgery at Chicago Wesley Memorial hospital; Frank Chesrow, president Metropolitan Sanitary District of Chicago; John B. Huarisa, former executive vice-president Admiral Corp.; Jack Smith, president Inland Steel Co.; Patrick Hoy, president Material Service Corp., and Harley N. Bruce, consulting actuary.

Robert Brogan has been named director of agencies. He was formerly district manager for Illinois Mid-Continent Life and more recently general agent for State Life of Illinois.

PURITAN LIFE of Providence, R. I., has appointed H. Lee Rhodus credit life manager to direct a new credit life and A&H department. Prior to joining the company recently in a consulting capacity, he was administrative vice-president of Resolute Life of Hartford. He has also been sales manager of Old Republic Life in Chicago and the midwest.

Changes In The Field

Employers' Life



John C. Maguire

John C. Maguire has been appointed manager at Philadelphia. He has been brokerage manager for Prudential there. He has been in the life insurance business since 1954.

ferred to San Francisco as an agency supervisor. A supervisor at Phoenix since January, Mr. Williams joined Pacific Mutual in 1958. Mr. Thorp, most recently a supervisor at St. Louis, will now take particular responsibility for training new agents.

Allen H. Williams, claims manager at Denver, has been appointed manager of claims at Phoenix.

Charles B. Flint, who had been at Washington, has been promoted to supervisor at Omaha. Before joining the company, he was an agent of Mutual of New York for three years.

Pacific Mutual

John P. McKee has been named manager of the New Orleans group office. He joined Pacific Mutual in 1958 as a group trainee in Washington, D.C.

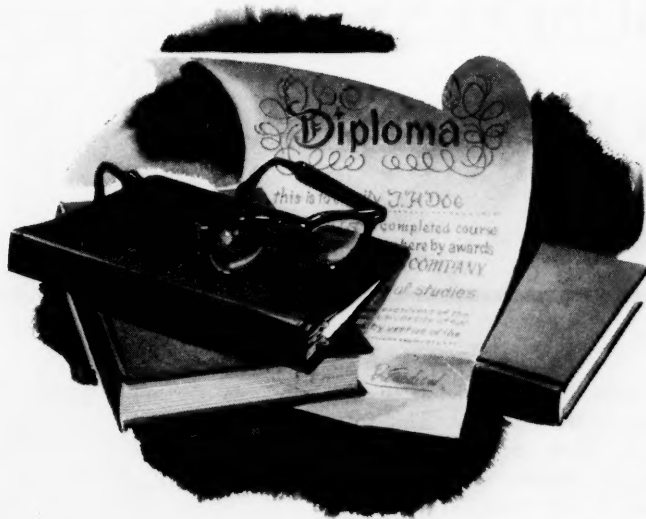
L. W. Williams Jr., has been promoted to assistant manager at Phoenix and Kenneth A. Thorp has been trans-

Liberty National Life

Hobert Preston, agent at Knoxville, has been made associate manager there.

F. M. Lybarger, associate manager at Knoxville, has been made associate manager at Columbus, Miss.

James E. Jay, agent at Chattanooga,

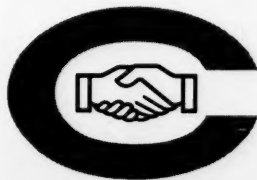


WHAT PRICE SUCCESS?

You know and we know that to be successful, a life-insurance agent must be many things—a good salesman, a good financial adviser, a good friend. And more.

Commonwealth Life believes he must also be highly educated in the philosophy and mechanics of life insurance. To that end, Commonwealth gives every agent intensive training through his local office management and the Home Office—heartily encourages him to take and complete LUTC and CLU courses (and gives financial support to each of these valuable programs).

Well-trained agents have helped Commonwealth to increase its insurance-in-force from \$183,000,000 in 1950, to over \$1,402,000,000 in 1960.



COMMONWEALTH LIFE INSURANCE COMPANY

Commonwealth Building • Louisville 2, Kentucky

William H. Abell, President

has been made associate manager there.

W. A. Bumgardner, associate manager at Sarasota, Fla., has been made associate manager at Fort Myers.

A. T. Seem, agent at Atlanta, has been appointed associate manager.

New York Life

John A. Brown has been appointed manager at Waterloo, Ia. He was regional superintendent of training in the west central region with headquarters at Minneapolis.

Edward F. Jordan has been named

associate manager at Bangor, Me. He has been assistant manager at Portland, Me., and Poughkeepsie, N.Y., with headquarters at Newburgh.

General American

John W. Cox has been named general agent in Mexico, Mo. He has been in the business since 1957, most recently as a district agent for Prudential.

Howard Harper has been named general agent and D. Keith Ferrell associate general agent of a new agency at Mobile. Mr. Harper had been

manager for Jefferson Life there. He is also a director of American National Bank at Mobile. Mr. Ferrell has had six years in sales and management work.

Occidental Of Raleigh

Charles B. Minton has been named manager at Paris, Texas.

Paul Revere-Mass. Protective

Peter K. Bartholomew has been named general agent at Honolulu. He has been vice-president of the 50th State Insurance Assn. and before that

was Philippines supervisor of agents for American International Underwriters.

Lincoln National Life



Auburn C. Lambeth

Auburn C. Lambeth has been named general agent and R. S. McAllister assistant general agent at Jackson, Miss.

Mr. Lambeth had been a supervisor in the management development program at St. Louis. Before that he was for three years assistant director of Life Insurance Marketing Institute at Purdue University. He is a CLU.

Mr. McAllister has been at the Jackson agency for more than 20 years. His father, R. W. McAllister, was a representative of Reliance prior to the Lincoln-Reliance merger.

Mutual Of New York

Richard A. Tefo, assistant manager at Oak Park, Ill., has been named manager at Madison, Wis., succeeding Dwight Redd who has gone with another company.

Irving H. Goldstein has been appointed general agent in Cleveland. He was an agent there.

Mutual Benefit Life



Clarence Stephens Jr.

Clarence E. Stephens Jr. has been made general agent at Tampa. He has been supervisor in Kansas City and before that was an agent there.

New England Life

Charles M. Kardon has been named supervisor at Dayton, replacing Judson T. Pettis who has been appointed agency assistant at the home office. Mr. Kardon has been with the Dayton agency for six years.

William E. Ward, group representative at San Francisco, has been made district group manager in Seattle. He joined the company in 1955.

Shenandoah Life

Henry Levine has been appointed general agent at Philadelphia. He has been an associate general agent of Postal Life there.

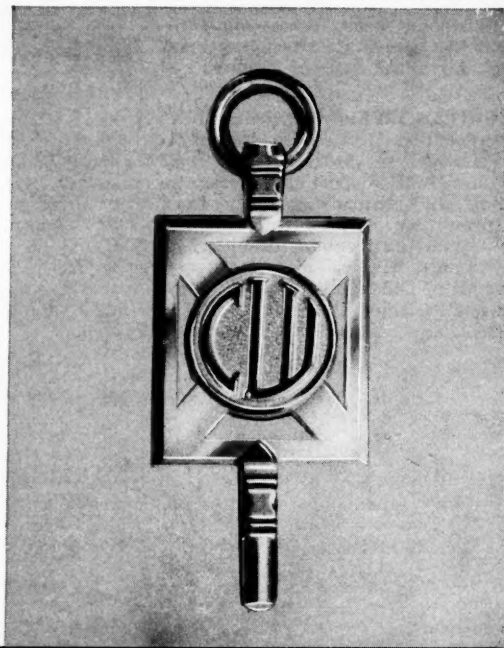
Nationwide Life

A. C. Turbeville, regional group manager at Charlotte, N. C., has been transferred to manage a new group office at Atlanta.

Republic National

Five general agents have been named: Hugh C. Montgomery, Chattanooga; Ernest J. Michna, Elmhurst, Ill.; John A. Norris, Alma, Mich.; Fred J. Stringham, Lansing, Mich., and Edward D. Brown, Louisville. Mr. Montgomery has been in the business 24

The Mark of Achievement that BUILDS BUSINESS AND INCOME



HERBERT W. FLORER, CLU
Aetna Life General Agent in Boston
PRESIDENT,
AMERICAN SOCIETY OF
CHARTERED LIFE UNDERWRITERS

Aetna Life proudly joins its many business friends in the annual salute to CLU as it enters its 35th year. This year we are particularly proud to also salute our Boston General Agent, Herbert W. Florer, for his election as President of the American Society of Chartered Life Underwriters.

A past-president of the Boston Chapter and a national officer in the Society since 1955, Mr. Florer has been a leader in Boston and Massachusetts insurance and civic organizations since going to that city as General Agent in 1943. He earned the CLU designation in 1939 while the Aetna Life General Agent at Grand Rapids.

An outstanding leader in his Company, the industry and the Society, Mr. Florer's career illustrates the avenues to achievement that open for the life insurance man who completes his training by earning the coveted and respected CLU designation.

Because of the professional and career growth possible only through the advanced training required in preparation, Aetna Life has encouraged its salesmen and staff to earn this mark of achievement since the CLU program was instituted in 1927. Thirty-four years of testing in the market place demonstrates the practical benefits of the professional standards fostered by the American Society.

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years; Mr. Michna nine years; Mr. Norris, 20 years; Mr. Stringham, 31 years, and Mr. Brown 13 years.

Ira J. Goldstein has been named general agent at Los Angeles.

Larry G. Mozingo, Greenville, N. C., Wyatt L. Reaves, Chickasaw, Ala., Howard L. Gentle Sr., Huntsville, Ala., and L. E. Osterman, Santa Barbara, Cal., have been named general agents.

Postal Life

Jackson D. Dennis has been appointed general agent at Troy, N. Y. He has had a general lines agency there for several years, before which he was with Farm Bureau Mutual, now the Nationwide companies for 11 years.



Jackson D. Dennis

Ohio National

Four regional agency directors have been named directors of agencies: B. C. Butler, western division; H. M. Ward, Pacific Coast division; Harold



Harold C. Brogan



H. M. Ward

Brogan, central division, and Luke Bente, home office supervised division.

The changes in title were accompanied by increased administrative responsibilities within their own territories.

Mr. Butler and Mr. Ward joined the



Luke Bente



B. C. Butler

company in 1934, Mr. Brogan in 1939 and Mr. Bente in 1953. They all have had field experience as agents, general agents, and/or division heads.

Two new general agents in Iowa have been appointed: Engquist Insurance Service, Red Oak, and Frank H. Eastabrooks, Spencer. Engquist Insurance Service will be under the supervision of Keith D. Engquist, general agent.

Citizens Life

Sanford J. Merkin has been made general agent at Newark, N.J. He has been brokerage supervisor for Dominion Life there and before that was with New England Life at New York.

Monumental Life

Harvey E. Hickson, manager of the St. Joseph, Mo., district, has been made manager at Salisbury, Md. He joined the company in 1941.

Albert J. Daulerio, training super-

visor, has been promoted to manager of the Flint district. He joined the company at Philadelphia in 1941.

Richard D. Love Jr. has been made manager of the St. Joseph district. He was a training supervisor there and before that was assistant manager at Baltimore.

Great-West Life

Gilles Wilkie has been named manager at the Montreal western branch and William B. Frankish manager at the Toronto York branch. Mr. Wilkie succeeds J. Romeo Brault and Mr.

Frankish succeeds D. C. Stephens, both of whom have relinquished their management positions, at their own request, to return to personal production.

George D. Burton has been appointed group supervisor of a new office at Peoria.

Occidental Of California

A general agency in Abilene, Tex., has been established under General Agent C. D. Anderson, bringing to a total of 14 the number of Occidental branches and agencies serving that

state. Mr. Anderson has served as an agent in Abilene with Southwestern Life the past seven years.

Jerome H. Mock has been named assistant brokerage manager at Milwaukee, where he had been an agent of New York Life.

Charles L. Travis has been appointed brokerage manager at Charlotte, N.C. He had been with Lincoln National Life and Life & Casualty of Tennessee.

Joseph W. Oaks has been named brokerage manager at the Westlake branch office in Daly City, Cal. Mr. Oaks entered the business in 1954 and

We're all of ONE MIND

at Republic National Life...



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the Subject
of
Offering
Every Possible
Sales Assistance
to Our

**FIELDMEN,
GENERAL AGENTS
and
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In Fact,

We Are Able to Provide the Collective Benefits

of More Than **1000 Years**

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Who Aspire to

GROW

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REPUBLIC NATIONAL LIFE Insurance Company

DALLAS, TEXAS

LIFE • ACCIDENT • SICKNESS • MEDICAL AND SURGICAL REIMBURSEMENT • GROUP • HOSPITALIZATION • PENSION • BROKERAGE • COMPLETE REINSURANCE FACILITIES

Now the 35th Largest Company in Amount of Life Insurance in Force and 38th in Accident and Sickness Premiums

Also 26th in Amount of Group Insurance in Force Among More Than 1400 Life Insurance Companies

joined Occidental at Westlake in 1956, serving as assistant branch manager for the past four years.

Prudential

William H. Hooper, manager at the Salisbury, Md., district office, has retired. He joined the company at Dover, Del., in 1928, and was made assistant manager there in 1940.

J. Coady Walton has been appointed manager at Salisbury, Md., replacing Mr. Hooper. Mr. Walton joined the

company in 1937, was placed in charge of the Cambridge, Md., office and then was named head of the Dover, Del., office.

Henry G. Wellins has been named manager of the Bunker Hill agency in Boston. He joined the company in 1951, was made an assistant manager in 1955 and training consultant at the regional home office in Boston last year. He succeeds William Cohen, who has retired.

Ora O. Steeves, division manager at

the Boston agency, has been made manager at Worcester, Mass. He joined the company in 1953.

Anthony Fagundes, former training consultant at Oakland, Cal., has been advanced to manager and placed in charge of the Pomona, Cal., district agency. He replaces Donald H. Owens, who was recently named manager of the San Diego east district agency.

Mr. Fagundes joined the company at Oakland in 1951, was promoted to staff manager in 1952 and advanced to

training consultant in 1958.

Robert E. Grant has been named general agent at Ann Arbor. He has been general agent in Owosso, Mich., for Equitable Society. He is a CLU, a state regional vice-president of NALU and past president of Owosso Life Underwriters Assn.

American United Life



Donald B. Romer

Donald B. Romer has been appointed manager at Grand Rapids, where he had been division manager and, earlier, agent for Prudential.

Penn Mutual Life

Robert K. Zimmer was honored at a dinner marking his retirement after 18 years as general agent at Columbus, O. He will continue with the company. Mr. Zimmer is past president of the Columbus and Ohio Life Underwriters associations.

John Hancock

Hugo N. Lester has been appointed general agent at Haddonfield, N.J.



Joseph W. Collins



Hugo N. Lester

He joined the company in 1953 at New Brunswick, N. J.

Joseph W. Collins has been made general agent at Valley Forge Center in suburban Philadelphia. He has been a district agent, an assistant district manager and field assistant in the general agency department.

Lutheran Brotherhood

Robert L. Ahlness has been named general agent at Manchester, Conn. He succeeds Gilman W. Hardon, who has been appointed general agent at Madison, Wis. Mr. Ahlness has been a district representative at Austin, Minn.

Volunteer State Life

Seymore Seidler has been named general agent at Houston. He was a general agent for North American Co. for Life, Accident & Health there and before that was with New York Life.

LINCOLN LIBERTY has named Howard Hamilton general agent at Irving, Tex. M. E. Garrett has been named general agent at New Orleans, where he had been an agent of National Life of Vermont. He succeeds Warren A. Nelson, who has resigned to join the training department of Pan-American Life.

HOMESTEADERS LIFE, of Des Moines, has promoted Thomas A. Callahan from general agent at Garden Grove, Cal., to west coast supervisor. He started in the business as an agent at San Francisco for Equitable of Iowa and was later agency supervisor and general agent for that company.

CALHOUN LIFE has made Roy C. McDowell Jr. general agent at Spartanburg.

Here are our ten- year winners of the National Quality Award

— all 146 of them!

All of these men boast a distinguished record of at least 90% persistency for 10 years or more. How do they do it? Through service to policyholders—thoughtful, intelligent, continuing service based on a sound selling philosophy. We're proud and happy to congratulate these men.

NEW ENGLAND LIFE

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY, FOUNDER OF MUTUAL LIFE INSURANCE IN AMERICA IN 1855. ALL FORMS OF INDIVIDUAL AND GROUP LIFE INSURANCE, ANNUITIES AND PENSIONS, GROUP HEALTH COVERAGES

William J. Ackerman (10)* Rupert M. Adams (15) Norman B. Allard (11) Blaylock Atherton (10) Worth Babbitt (12) Fred D. Bacon (16) Wendell Barrett (11) Edwin L. Baxley (11) Andrew J. Beall (11) G. Nolan Bearden (14) Paul E. Bliss (14) Ray Bradstreet (12) John H. Brady (15) Earle W. Brailey (14) Donald Bredberg (12) Harold D. Brewster (14) Howard R. Brewster (16) Robert L. Casebolt (15) Harry W. Castleman (15) George M. Chescheir (14) William Chescheir (11) Robert K. Clark (12) Kirby Clements (14) Wm. Commerford (11) Clarence A. Corwin (16) Andrew A. Coulter (10) F. James Curotto (13) Albert S. Cushing (10) Harold Dahlquist (13) Benjamin W. Davis (10) Rupert S. Deloe (15) Ignatius J. Diaz (12) Frank E. Dillon (12) John R. Downs (11) S. B. Eagleson (14) Harold Eberhardt (10) Edward Felsenthal (13) Henry C. Fleischer (14) Robert M. French (11) Robert E. Froom (12) Theodore Fuelling (11) Will Gehman (13) Gilbert Gerhold (16) Paul S. Gesswein (13) Thomas H. Gillaugh (11) Lawrence Graeber (10) George W. Graves (10) W. Ashley Gray (13) Robert T. Greene (13) Ira A. Hagenbuch (15) James E. Halkett (12) Laurice W. Hall (16) William B. Hardy (16) Everett Harkness (17) George F. Harms (10) Thomas Harrison (13) Rolla Hays, Jr. (12) Wm. Eugene Hays (12) Gordon C. Henley (12) Warren K. Hinsch (10) Henry A. Hirsh (16) Robert S. House (13) W. Clarence Johns (10) Alson R. Kemp (14) Dale J. Kerr (10) Milton C. Kibler (13) Harley Kirkpatrick (13) Seymour Kopelman (10) Merlin J. Ladd (17) Charles A. Laiblin (10) Herb Langsdorf, Jr. (13) Harold J. Lankford (10) Archie N. Lawson (11) Franklin D. Leffler (11) Charles W. Lehman (11) Martin B. Lehman (14) Alexander Leopold (13) Raymond B. Lewis (17) O. Reid Lineberger (11) Louis B. Loschke (11) Charles I. Lytle (13) Robert MacCloskey (10) David Marks, Jr. (17) Ralph S. Maynard (10) Charles McAllister (15) Edwin F. McCarty (11) Wm. H. McCoy, Sr. (13) Gordon McCulloch (13) Fred McKenney, Jr. (11) Alfred E. McNeill (11) Benjamin H. Micou (12) Leo P. Mirsky (12) Robert C. Newman (16) Will F. Noble (10) Theodore O. Olson (12) Gordon D. Orput (12) Alfred F. Parker (17) Robert Parkinson (11) Richard Partridge (12) Steele Partridge (15) Edward Perry (11) John Phillips, III (12) D. Miley Phipps (13) John C. Pittman (11) B. B. Plyler, Jr. (12) Fraser E. Pomeroy (16) George C. Powell (13) James L. Price (16) Hollis J. Quinlan (10) H. Rab-inavicius (12) Guy Randolph, Jr. (10) George W. Riley (13) William T. Rudman (11) Robert N. Samuels (12) Frank Scarborough (13) Louis M. Schaller (14) Paul S. Shields (12) Henry F. Silver (16) H. Franklin Smith (11) Myron E. Smith (11) Myron M. Smith (14) Philip B. Steel (14) Russell W. Steger (10) Helen Tall (11) Benton S. Taylor (16) Ralph H. Terrill (14) Charles Thompson (17) T. Edward Thorsen (10) Herbert M. Thurston (10) John A. Tipton (11) Reid S. Towler (12) Alex R. Urquhart (11) John T. Vernon (12) Robert H. Volk (10) Walter Wegner (13) Ray L. Weid (17) Hubert D. Wheeler (14) Daryl E. White (14) Emerson Whiteside (15) Cliff Whitfield (13) Max L. Wile (12) Charles Williams (10) J. Arch Williams (12) Keith A. Yoder (15) Edward H. Yost (10) Lester B. Young (13)

*Numbers in parentheses indicate number of years qualified.

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AGENT is a man with a future

He represents a "See-Ahead" company... in the top 3% of America's life insurance companies. Liberal agent contracts, extensive training programs, help in the field.

Over \$300,000,000
in Assets
Over \$1,800,000,000
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Southland Life Insurance Company

Home Office • Southland Center • Dallas

Equitable Of Iowa Restates Opposition To Improper Replacement

Equitable Life of Iowa has restated its policy of firm opposition to any type of improper policy replacements, and has endorsed the objectives of the several states which have issued regulations to curb such replacements. At the same time, the company announced a detailed procedure to be followed in every case where a possible replacement may be involved.

In its announcement to all members of its field force, the company stated:

"We sincerely appreciate the past cooperation of our field force in following the company's general principles as to preservation of existing life insurance coverage. We know that you will be equally cooperative in carrying out the specific requirements of this announcement bulletin. Regardless of the details involved, the purpose of the company's program, both past and present, is to conduct our affairs in a way which will be to the best interests of the insuring public."

Offers Variable Dollar Program For Insurers

Life Insurance Investors of Chicago now has available a variable dollar program for life insurance companies. The program includes Foundation Balanced Fund and Foundation Stock Fund and comprises a full range of mutual fund facilities for life insurance companies considering the addition of a variable dollar program. Administration of the program will be under the direction of Capital Planning Services, Nashville, national distributors of the three funds.

Forms, facilities and assistance necessary to integrate the program with existing sales and operating procedures, 'tailored' to the needs of the individual life insurance company, are provided by the distributor. Life Insurance Investors is the nation's largest mutual fund investing its assets exclusively in stocks of life insurance companies, or companies having a substantial interest in the life insurance business. Its objective is long-term capital growth.

Foundation Balanced Fund invests in both common stocks and bonds with primary interest on current income with a secondary objective of long-term capital growth. Foundation Stock Fund invests in a diversified list of common stocks with the objective of long-term growth. The varied objectives of the three funds are thus able to offer a variable dollar program to the life insurance industry under one management and without the expense incident to designing and providing the necessary facilities. A training program for agents is also included in the program and agents will be licensed as representatives of broker-dealers.

Seeburger To Be Speaker At D. C. Agents Luncheon

William G. Seeburger, Penn Mutual Life, will be the speaker at the luncheon of District of Columbia Life Underwriters Assn., Oct. 12. The subject of his talk will be "Work Smarter—Not Harder."

Ohio Life of Hamilton has been licensed in Indiana. The company is also entered in California, Colorado, District of Columbia, Florida, Iowa, Michigan and Ohio.



Like Riding Up An Escalator!

Easy. Convenient. And automatic.

And that's the way to describe our new *Increasing Term Plan*.

This plan, with a built-in escalator, offers your clients an automatic increase in face amount each year for a 10 or 15 year period.

The premium, though, stays the same.

The coverage moves upward in such a way that, at the end of the selected period, double the initial face amount may be converted. No evidence of insurability needed for the increase, or the conversion.

For both business and personal uses, this policy has a story that's easy to tell. Easy to sell.

Want details?

OCCIDENTAL LIFE

Insurance Company of California

Home Office: Los Angeles / Earl Clark, C.L.U., Vice President

We pay Lifetime Renewals... they last as long as you do!

HIGHER STANDARDS OF EXCELLENCE

"Never has training been so important. Not academic knowledge alone, but skillful application in actual sales situations. Looking back a few years, most of us can attribute our sales increases to intensive schooling—from basic level all the way to C.L.U."

J. D. Anderson, President,
in a speech at LIAMA Spring
Conference, Chicago, 1961



Guarantee Mutual Life Company

Omaha, Nebraska

LIFE • HEALTH • ACCIDENT • SICKNESS • HOSPITALIZATION

Canadian Agents Association Spells Out Ethics Code

(CONTINUED FROM PAGE 9)

that might apply should be considered. If it appears that there is an advantage to the policyowner to convert the policy in the issuing company, then the life underwriter may lay himself open to a charge of unethical conduct if he induced the policyowner to replace the term policy with new insurance in his own company. In such circumstances the life underwriter may be charged with a practice deemed to be detri-

mental to the business of life insurance under the association's by-laws, even though he may not technically be guilty of the offense of replacement.

In view of the test based on the existence of tables of cash surrender and paid-up values, it follows that where a policy is comprised of a basic permanent plan and a term rider, it would be an offense to induce the replacement of the basic policy, but subject to what has been stated above regard-

ing term insurance, it might not be an offense to replace the term rider.

In any case where replacement of an existing term insurance policy appears to be proper, it is essential that the new insurance be fully in force before the original policy is allowed to terminate.

The association booklet was quite specific about when a sale should be considered completed because of the subject's relationship to replacement.

The following is what the booklet has to say on this subject:

While it is clear that it is an offense for a life underwriter to induce a policyowner to terminate his insurance in one company and replace it with insurance in another company, nevertheless it is not always easy to determine whether recently applied for insurance is actually in force. This has led to the establishment of certain rules to be followed throughout the life insurance industry as to when a sale should be considered completed.

A sale is considered to be completed:—If an application for a policy of life insurance, medical or non-medical, or an application for an annual premium type of deferred annuity is signed and settlement of the first premium, as specified in the application, is made by the applicant, either by payment of cash, or if settlement is made by a signed authorization on a salary savings case, or under a pre-authorized check plan;

—If, in the case of a single premium annuity, the application is signed and full settlement of the premium is made; or

—If, in the case of contracts issued with preliminary term coverage, the application has been signed and the interim term premium is paid.

A sale is not considered to be completed if the application is signed, but no settlement of the premium is made, either in whole or in part as outlined above, or if partial settlement is made but no further arrangements are made within the next 60 days to pay the balance of the premium or to have the medical completed.

Reopened For Completion

A sale which has been considered completed in accordance with the conditions outlined above will be considered as reopened to competition if the contract is issued on terms different from those applied for, until such time as the new terms have been accepted by the applicant.

It is, therefore, essential that a life underwriter always ascertain whether his prospect is currently applying for life insurance in another company and if so, to determine the status of that transaction so that he may know whether the sale is to be considered completed according to these rules.

If the sale is to be considered completed, then the life underwriter must make certain that any new application for insurance that he obtains will not result in replacement of the business currently being applied for in another company. In such a case the life underwriter should proceed only on the basis that his application will be for additional life insurance.

The booklet also outlined how complaints are to be handled. Following is the association's statement on this subject:

Complaint Procedures

One of the functions of the Life Underwriters Assn. of Canada is to investigate complaints that are laid against any of its members and to take appropriate disciplinary action where necessary. It follows that it is the individual responsibility of every member of the association to be alert for any evidence of unethical practice and where such is encountered he should register a complaint with the proper person or persons.

When a life underwriter feels that he has a ground for complaint against another life underwriter his normal procedure is to report the problem first to his own branch manager in the expectation that the said branch

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In 20 years HEALTH INSURANCE HAS GROWN UP...BUT--

... while about $\frac{3}{4}$ of the American people now have some coverage, few are covered in depth.

For example, far too many people are inadequately protected from income loss through sudden disability. Man's *economic value* is his *ability to earn money*. This ability must be insured.

These people won't have the coverage they should have until a career agent motivated by the desire to do a good programming job, and equipped with the right tools, sits down and points out the proper coverage to each individual.

American Health's disability income protection—with guaranteed renewable, exclusion-free A&H contracts—is one answer to this need.

As a result of specializing, we believe we understand just a little better the problems of this business in general, and those of the agent in particular. We believe we know just a little more about how you—the life agent—can better employ health insurance as a tool in your total selling efforts.

At American Health there is always room for enthusiastic and carefully selected agents who enjoy good reputations in their own communities, and who want to move ahead in a satisfying, rewarding career. Our own progress is built on representation by such agents.

If these ideas make sense to you, if you think you might like to put yourself in our picture, we'd like to tell you more about the *American Health Story*.



AMERICAN HEALTH
INSURANCE CORPORATION
300 St. Paul Place, Baltimore 2, Md.

manager will get in touch with the branch manager of the other agent concerned and deal with the problem at that level.

If the complaint is not satisfactorily dealt with at branch manager level, the life underwriter should then take the complaint to the executive of his local association. Copies of the complaint form can be obtained from the national association and from the chairmen of local ethics and practice committees.

Gossip Ruled Out

When the complaint is made to the association, the life underwriter should discuss the matter with no one else. The principle of British justice applies, namely, a person is presumed to be innocent until he is proved guilty. Any life underwriter who gossips about the alleged unethical activities of a fellow life underwriter exposes himself to a charge of defamation under the association's by-laws.

When a written complaint is received by a local association it is given to the chairman of the local ethics and practice committee for preliminary investigation. The local committee will first endeavour to have the complaint satisfactorily resolved at the local branch manager level.

If the complaint cannot be resolved at branch manager level, then the local committee will proceed with the preliminary investigation to the point where it can determine either that there appears to be no reasonable foundation for the complaint or, on the other hand, that there appears to be sufficient basis to warrant the laying of a formal charge of unethical conduct.

This preliminary investigation at the local level is then reported to the national ethics and practice committee. If the report indicates further action is required with respect to the com-

plaint, the procedure to be followed will vary depending upon whether or not the life underwriter complained against is a member of the association.

If the life underwriter complained against is a member of the association, the national ethics and practice committee will recommend that the national board of directors appoint a committee with power to act in accordance with the association by-laws. This committee with power to act will usually be composed of members of the local ethics and practice committee who shall then proceed to conduct

a formal hearing, determine guilt or innocence and in the case of guilt shall prescribe an appropriate penalty.

Where the life underwriter complained against is not a member of the association, the national ethics and practice committee will normally bring the complaint to the attention of the company concerned and endeavour or have the complaint resolved at company head office level. When a complaint is not satisfactorily resolved at company head office level, it is referred to the complaints committee of the joint committee for further action.

The joint committee is composed of representatives from Life Underwriters Assn. of Canada and from Canadian Life Insurance Officers Assn.

If a breach of law appears to be involved in any case the national committee will also bring the matter to the attention of the provincial superintendent of insurance.

A report of the ultimate disposition of all complaints is filed with the joint committee to enable periodic appraisals of the extent and nature of complaints with respect to companies as well as individuals.

WHAT can the Life Insurance Business do about too many TRAVELING SALESMEN?

Certainly the life insurance business has few—if any—of the kind of traveling salesmen who are constantly "on the road" to distant towns and states to find sales opportunities. In fact, one of the big advantages in being a life insurance salesman lies in availability of prospects close by . . . almost everywhere.

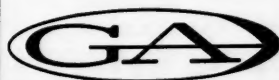
Yet, we *do* have traveling salesmen. Salesmen who travel in and out of our business. Some people say we have far too much agent turnover . . . far too much to be condoned by a business dedicated to public service.

In our business, agent turnover is highlighted by the free exchange of information among companies and frequent, penetrating studies and evaluations. Few, if any, other businesses have been as conscientious in obtaining and facing the facts on salesman turnover.

The incidence of "traveling salesmen" varies in our business from one company to another, and from one agency to another. Selection, training, motivation all play their part. These are primary functions of the general agent. Whether his associates travel with him . . . or elsewhere . . . or out, is largely up to him.

We can view agent turnover with alarm. Or we can view it with objectivity and take appropriate action. General American Life has taken action by placing great emphasis on "training the trainer" in all areas of management. Thus it helps its general agents become managers of men . . . men who are equipped to become successful careerists, firmly established in the life insurance business.

A statement of philosophy and practice of



GENERAL AMERICAN LIFE
INSURANCE COMPANY ST. LOUIS

Equitable Reorganizes Field Division Set-Up, Hageman Unit Head

Equitable Society has created seven field agency divisions to replace the company's six present geographical departments. The move, which became effective Oct. 1, is described by Coy G. Eklund, vice-president, as an important step in Equitable's growth both in manpower development and production.

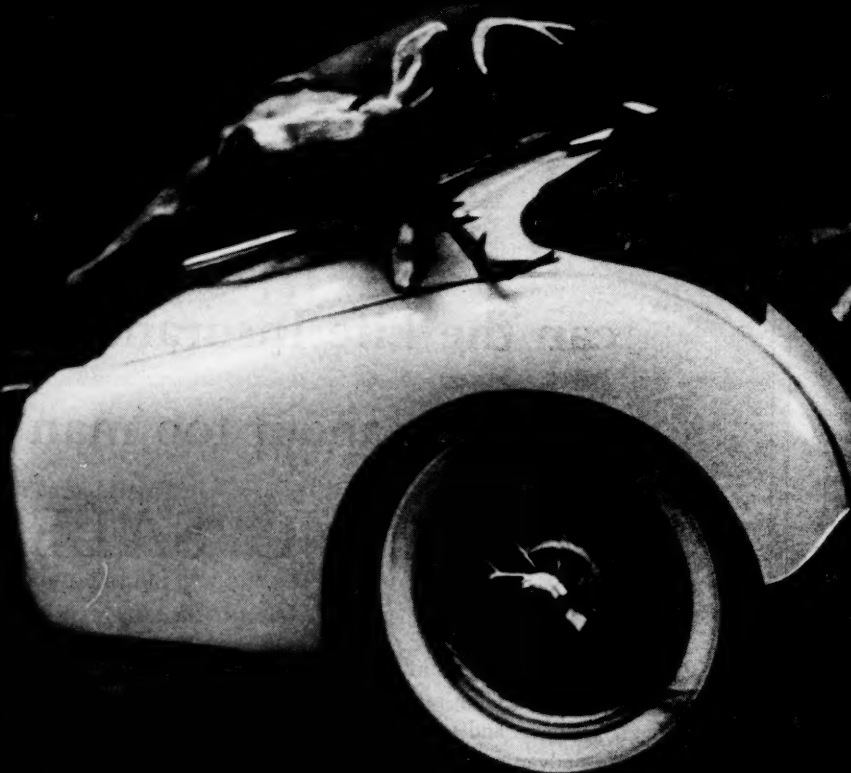
The seventh agency division, the east central, is headed by Richard C. Hageman, former manager at Cincinnati, who becomes a field vice-president in charge of the area. The new division consists of 18 agencies formerly in the north central department. Its headquarters are in Cincinnati and its territory includes Michigan, Ohio, Indiana, Kentucky and the Illinois portion of the Holderman agency in Peoria.

Said Mr. Eklund, "The seven field vice-presidents, with fewer agencies to supervise under the new set-up, will be able to devote more time and assistance to the managers under their direction."

Certain territorial changes have also been made in Equitable's present southern, south central, north central and western departments.

Mr. Hageman joined Equitable in 1939 as an agent at Dayton. He was promoted to district manager in 1944 and manager at Cincinnati in 1947. He has been a director of Cincinnati Life Underwriters Assn. and vice-president and president of Cincinnati General Agents & Managers Assn.

THIS IS THE NORTH AMERICAN LIFE...



CAN YOU EARN THE MONEY TO LIVE

This is the company that gives good men
extra income...above usual commissions!

Practically all insurance companies pay sales commissions. So do we . . . but we go far beyond that. In addition to first-year, renewal and service commissions—plus a liberal retirement plan—North American offers you an extra-income plan matched by few, if any, other companies.

This performance bonus income is based on your earnings, the quality of your production, and your length of service. Although no one can say exactly how much this might amount to, the following actual example shows how lucrative this plan can be:

Career man J. Alfred Chelgren, CLU, with North American for seven years, last year earned \$2,267 in performance bonus income on \$15,800 first year premiums. This amount represented 14% in additional earnings *over and above* his regular commissions!

This is the company that gives you the edge . . . with the industry's most competitive decreasing term rates. Of course term insurance is

only one type of policy you'll sell as a North American Life and Casualty Company underwriter. However, it serves as an example to make this important point: We recognize that *all* the policies you have to offer prospects must be competitive if you are to be as successful as you'd like to be.

And they will be with North American. From term to ordinary to group, to sickness and accident, North American has leadership policies . . . policies that can help you close more sales. And that means more money . . . to enjoy the North American Life!

North American Life's dynamic expansion opens unusual new management opportunities. North American Life *needs* men who can take advantage of the almost unlimited opportunities to move into responsible, well-paying management positions.

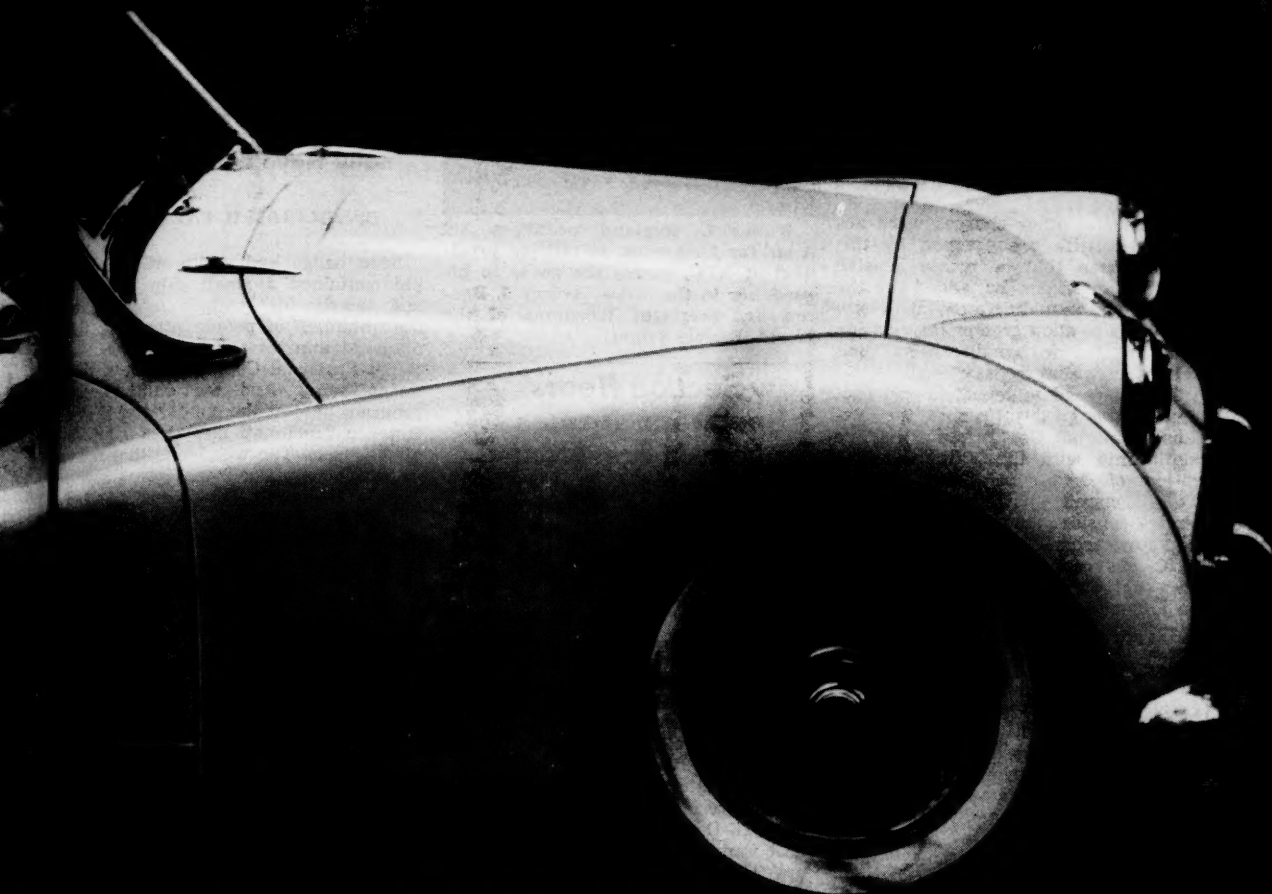
Today, with over \$1 billion of life insurance in force, North American has only 35 branch offices. Frankly, our phenomenal

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growth has opened up new jobs faster than we have been able to fill them. Our life insurance in force has multiplied nearly nine times in only 10 years! Currently, North American is growing 20 times faster than the average U. S. insurance company; 15 times faster than the average Canadian company.

Therefore, we're interested in opening as many new markets as we can find good men to handle them. At the very minimum, we will open 10 new branch offices this year.

With such opportunities, with a comprehensive training program, and with top men to guide you, your future can be unlimited . . . with North American!

North American Life ranks among the very top companies in the U.S. and Canada. Our company was founded in 1896. Its growth has accelerated steadily ever since. In 1960, North American passed the billion dollar mark of life insurance in force—a goal few companies have attained.

North American Life and Casualty Company is licensed in 47 states, the District of Columbia and all Canadian provinces.

North American Life has a complete line of personal insurance. Your portfolio with North American Life will contain complete lines of life, health and group insurance. In short, you'll be able to offer a program to fit practically every prospect.

Why not get started now. For more information, we'd like to suggest that you write **J. E. Scholefield, CLU, Vice-President in charge of Sales, North American Life and Casualty Company, Minneapolis 3, Minn.** Ask him to send you our booklet that explains in detail how you can start living the North American Life . . . **CONFIDENTLY!**



This is The North American Life...

This is the company that helps you live it CONFIDENTLY

THE NORTH AMERICAN LIFE AND CASUALTY COMPANY

HOME OFFICE: MINNEAPOLIS, MINNESOTA/CANADIAN HEAD OFFICE: HAMILTON, ONTARIO



NFC Elects A. J. Barrett President

AT CINCINNATI:

Rugland Tells Presidents Section How NFC Handled 'Sniping' At Its System

There has been a considerable amount of "sniping" at the fraternal benefit system during the past year, NFC President Walter L. Rugland told the Presidents section meeting at the 75th annual meeting of the congress in Cincinnati.

"Within the past year an insurance commissioner in one of our states made certain statements regarding

quietly financed and engaged in at the local level' and also that it has been 'alleged that some lodges have no lodge dues at all, hold no meetings and exist on paper in many cases.' Also, that in some societies there is a 'lack of an effective similar program at state and national levels adequately supported...'

"These and other charges were accompanied with a suggestion by this commissioner that a comprehensive series of questions be added to the convention annual statement blank purporting to elicit greater information regarding the fraternal aspects than do the present interrogatories.

"I am pleased to report to you that through the good offices of the National Fraternal Congress and its fine relationship with the National Association of Insurance Commissioners two subcommittees were appointed to jointly consider the suggestions for the burdensome questionnaire. The NAIC has concurred in our suggestions that the interrogatory section of the annual statement blank is not the place to add the series of proposed

(CONTINUED ON PAGE 25)

NEW OFFICERS

President—Josephine Weigl, Women's Catholic Order of Foresters.

1st Vice-president—Arthur J. Barrett Jr., Woodmen of the World, Denver.

2nd Vice-president—Anna B. Spangler, Royal Neighbors.

Secretary-Treasurer—Richard Tobin, Catholic Order of Foresters.

Executive committee: All of the new officers, plus F. J. Kress, American Fraternal Union, as immediate past president.

fraternal benefit societies which, if generally held, would be a sad reflection on our fraternal system," he declared. "Fortunately, these thoughts are not generally held by our insurance supervisory authorities and are, in fact, known by them and is to be inaccurate and not generally applicable.

"Nevertheless, the fact that they were made by a responsible top insurance department official is cause for sober reflection. In a statement prepared for delivery to fellow commissioners at a regular meeting of the National Association of Insurance Commissioners, one of our commissioners charged that there were 'repeated complaints' against fraternal societies because of a 'lack of an actual lodge system with required meetings, (lack of) ritualistic ceremonies, fraternal, social, civic, patriotic, charitable and benevolent activities ade-

NFC'S NEW PRESIDENT

Arthur J. Barrett Jr., NFC's new president, is also president of Woodmen of the World, Denver. Born in San Francisco and educated at the University of San Francisco, where he received his LL.B., he is a member of the following bar associations: American, Colorado, California and Denver. He is also a member of Lawyers' Club of San Francisco and president of Colorado Life Convention. He began in insurance as a surety underwriter with Hartford Accident, remaining with that company from 1929 to 1934, was named general counsel of Woodmen of the World in 1956 and president in 1957.



Walter L. Rugland, president Aid Assn. for Lutherans, as retiring president of NFC, passes the gavel to his successor to the office, Arthur J. Barrett Jr., president Woodmen of the World, Denver (right).

Law Section Hears 3 Speakers; Names Pinkowski President

The Law section of NFC held its meeting Tuesday morning and heard three speakers: Frank H. Lee, general counsel Woman's Benefit Assn., "Problems of the General Counsel;" Robert W. Biccum, general attorney Retail Credit Co., "So, You Have Been Sued," and Jay O. Hollis, director Woodmen of the World Life, Carthage, Miss., "Problems of the Trial Attorney." Section President Cornelius F. Connolly, general attorney Supreme Forest Woodmen Circle, presided.

At the election, William J. Pinkowski, Polish Roman Catholic Union, was named president to succeed Mr. Connolly; H. D. Margulies, Workmen's Benefit Fund, was named vice-president, and George H. McDonald, Modern Woodmen, secretary.

NFC To Hold 1962 Rally In New York, Sept. 24-26

The 76th annual meeting of National Fraternal Congress has been set for Sept. 24-26 at the Statler Hilton Hotel, New York City.

Succeeds Rugland At Cincinnati; Edna Dugan In Line

Nearly 550 Fraternalists At Diamond Anniversary Rally Have Full Agenda

By WILLIAM H. FALTYSEK

Each badge had a clip-on pin, each pin contained a small chip diamond, and nearly 550 badges attached to that number of people attending the diamond anniversary meeting of National Fraternal Congress made a glittering array. And the multi-faceted program held at the Netherland Hilton Hotel in Cincinnati last week sparkled all by itself. The wonder is that those attending could still come up with even a medium-sized glow at the end of the four-day meeting, which included 22 formally organized sessions of 11 sections and one association of the parent body, 11 elections, seven breakfast, luncheon or dinner gatherings with formal programs, and a number of committee meetings.

Enthusiasm ran at a high level, however, and seemed to gain in intensity right up to the finish line. All meetings were well attended, including the final general session Wednesday morning, which closed with election of the NFC officers. Arthur J. Barrett Jr., president Woodmen of the World, Denver, was named president and chairman of the executive committee to succeed Walter L. Rugland, president Aid Assn. for Lutherans. Edna E. Dugan, president Degree of Honor Protective Assn., was named vice-president, and Foster F. Farrell continues as secretary-treasurer.

New executive committee members for two years are Mr. Rugland, Frank H. Lee, general counsel Woman's Benefit Assn.; Woodrow W. Miller, president Equitable Reserve Assn., and Magne Smedvig, manager Sons of Norway. Joseph H. Sudimack, treasurer Greek Catholic Union, was named for one year to fill out the unexpired term of the late Dmytro Halychyn, supreme president Ukrainian National Assn. Holdover directors are Adele Lagodzinski, president Polish Women's Alliance, and Michael F. Ettel, grand president Catholic Aid Assn.

Principal speaker at the first general session Monday afternoon was John A. Lloyd, president Union Central Life. He predicted a strong, conservative growth for fraternalism and for NFC "increasing influence for good as its societies develop in pace with the American economy. There is a genuine need for fraternal insurance, and an aggressive recruitment policy should accompany your efforts to meet that need." The \$14 billion, \$200 million of fraternal life insurance in force at the end of 1960 alone make fraternal insurance a mighty economic force in America, he said, but its importance as an institution is much more than the figures in the combined balance sheets.

"There is a genuine power in frater-

(CONTINUED ON PAGE 24)

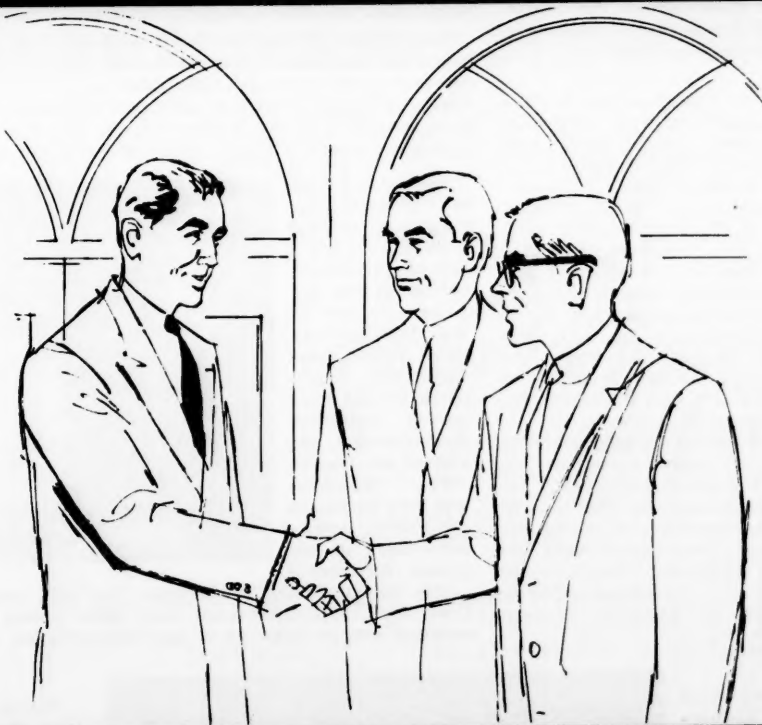


Officers and executive committee members for the coming year. Seated, from left, are Walter L. Rugland, Aid Assn. for Lutherans, immediate past president; Edna E. Dugan, Degree of Honor Protective Assn., vice-president; Arthur J. Barrett Jr., Woodmen of the World, Denver, president; Adele Lagodzinski, Polish Women's Alliance, and Kate K. Miller, Woodmen of the World, Denver, who installed the new officers and directors. Standing, from left, are Frank H. Lee, Woman's Benefit Assn.; Joseph H. Sudimack, Greek Catholic Union; Magne Smedvig, Sons of Norway; Woodrow W. Miller, Equitable Reserve Assn.; Michael F. Ettel, Catholic Aid Assn., and Foster F. Farrell, secretary-treasurer.

Representatives for Aid Association for Lutherans are professionally trained life insurance counselors. But much more than that, each AAL representative works closely with Lutheran congregations assigned to his area. As he makes contact with newly-arrived communicants, he refers them to appropriately-located pastors. He often assists families in finding desired church affiliation. And he helps local Lutherans organize AAL branches for Christian fellowship and fraternal activities.

The 56 general agents, and the more than 500 district representatives of Aid Association for Lutherans, have two important functions to perform. They are active fraternal counselors, and they also provide professional life insurance advice and service for the more than 600,000 AAL members and for other eligible Lutheran families. Their life insurance abilities have been proved by the almost \$2 billion of life insurance they have sold during AAL's first 60 years. Truly, their's is a service beyond the ordinary and AAL is proud of this devotion of its field sales force.

SERVICE BEYOND THEIR CALLING



AID ASSOCIATION FOR LUTHERANS
APPLETON, WISCONSIN

Actuaries Section Takes A Look At Commission Earnings

The Actuaries section held a real working meeting, starting off with a panel on field workers compensation. Consideration was given to the scale of commissions, financing programs, the use of full-time field workers and the position of the lodge secretary. It was pointed out at the beginning of the session that in the premium rate structure compensation of the field worker is of vital interest to the actuary, since—excluding investment expense—this compensation represents 40 to 60% of expense.

The viewpoint of management, the field worker, fraternal member and

NEW OFFICERS

President—Henry F. Scheig, Aid Assn. for Lutherans.

Vice-President—Reuben I. Jacobson, Lutheran Brotherhood.

Secretary—Ingolf Lee, Lutheran Brotherhood.

Treasurer—Mary M. Cusic, Royal Neighbors.

Editor—W. Harold Phillips, Aid Assn. for Lutherans.

Past President—Robert F. Bruce, consulting actuary, Chicago.

Librarian—Frank H. Lee, Woman's Benefit Assn.

Council members: Prof. Carl H. Fischer, University of Michigan; Frank J. Gadicut, Modern Woodmen; Daniel D. Macken, Woodmen of the World, Omaha, and Frank Gerry, consulting actuary, Springdale, Conn.

the actuary was represented. Speaking for management were Henry F. Scheig, Aid Assn. for Lutherans, and Robert H. Taylor, consulting actuary; for the field worker—Daniel D. Macken Jr., Woodmen of the World, Omaha, and Robert O. Shepler, North American Reassurance; for the member—Prof. C. H. Fischer, University of Michigan, and Edward Brown, consulting actuary (substituting for R. F. Flott, consulting actuary, who had been recalled to navy duty); the actuary—Samuel Eckler, Independent Order of Foresters, and Reuben I. Jacobson, Lutheran Brotherhood.

The second part of the program consisted of an open discussion on "Changing Fraternal Insurance," including developments in the last 25 years and anticipated changes in the next 10 years. Participants were Ingolf Lee, Lutheran Brotherhood; Frank E. Gerry, consulting actuary, and Franklin C. Stauffer, Modern Woodmen.

Trio of Aid Assn. for Lutheran ladies photographed at the reception and dinner sponsored by A.A.L. From left: Mrs. Herbert Voeks, whose husband is vice-president and secretary of the society, Mrs. C. G. Steinwedel, wife of the vice-president and treasurer, and Mrs. A. E. Grimm of Los Angeles, whose husband is an A.A.L. director.



In Camera Eye At NFC 75th Annual Rally

From left: Joseph Lesawyer, supreme president Ukrainian National Assn.; John A. Lloyd, president Union Central Life, keynote speaker at the first general session, and Arthur J. Barrett Jr., president Woodmen of the World, Denver, NFC vice-president.



New officers of the Presidents section. From left: Frank J. Kress, supreme president American Fraternal Union, retiring president; Anna B. Spangler, supreme oracle Royal Neighbors, 2nd vice-president; Josephine Weigl, president Women's Catholic Order of Foresters, president; Arthur J. Barrett Jr., president Woodmen of the World, Denver, vice-president, and Richard T. Tobin, high chief ranger Catholic Order of Foresters, secretary-treasurer.

Barbara Piercy of Carthage, Mo., center, holding participation plaque she received as the representative of Royal Neighbors in a speech demonstration sponsored by the Fraternal Activities Assn. during the annual meeting of NFC. Onlookers are both members of Royal Neighbors board of supreme directors—

Mrs. Jewell James, Springfield, Mo., left, and Mrs. Myrtle I. Gunderson, Lone Rock, Wis., chairman. Four other young people representing various societies also participated in the demonstration and received plaques.



Walter L. Rugland, president Aid Assn. for Lutherans and NFC president, left, and Foster F. Farrell, NFC secretary-treasurer, right, enjoy a laugh with Herb Shriner, well-known comedian and entertainer, who was in top form and kept his audience in stitches as entertainer at the A.A.L. banquet, which was in addition to the regular NFC annual banquet.



Field Managers Get Optimistic View From Alden Palmer

At the Field Managers section meeting, Alden C. Palmer, chairman R.A.M. Service, discussed the importance of the field representative in the fraternal society, noting that many great steps have been taken in the past 30 years. Some of these forward strides are better selection, better training, better management on the part of the home office and field supervisor, better service to members and an organized course of study and program of advancement.

"At last the tide has turned in fraternal life insurance and we are beginning to see really worthwhile gains in business in force and in net results," he said. "The great institution is moving forward."

Mr. Palmer warned the field managers, however, not to forget the fundamentals and to watch so that the great assets of the past are not lost forever. "Help your field workers to recapture the thrill they had when they wrote their first application. This was a great accomplishment, a keen realization of a fine act accomplished and the heartfelt satisfaction of knowing that new protection had been put in force." The speaker wondered if the older, more experienced field workers are not becoming somewhat calloused in this "great fundamental."

The importance of helping field workers hold and build the right mental attitude, was also given by Mr. Palmer as vital to the continued well being of the fraternal system. This includes the proper attitude towards one's own society, to the work of selling life insurance, to the public and towards life itself, he said. He also advised that the managers should do more to teach field workers to use more of their strengths and to guide them into an understanding and acceptance of their great responsibilities.

NFC President Walter L. Rugland in his remarks said that the individual field managers and as an association lay much stress on having their staff members attain professional standing. Some of the members are now active in LUTC, CLU, National Assn. of Life Underwriters, and some are members of the Million Dollar Round Table.

"If you accomplish these things," he said, "you seem to end up on the horns of a dilemma. On the one hand you are accused of professionalism calling for licensing by examination and deserting the essential features of true fraternity on the other. The agent's licensing requirements which you may be quite willing to accept

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C. N. Poole, left, and T. H. Hartman, public relations manager and director of staff services, respectively, Aid Assn. for Lutherans. Mr. Hartman served as chairman of the publicity committee for the Cincinnati convention and Mr. Poole was one of the committee members.

for your staffs on the one hand may be such as to virtually eliminate the field staffs of other fraternal whose standards of field performance and whose emphasis on the insurance aspects of their societies are less important.

"I have no solution to the dilemma but merely point it out as a problem which, in my opinion, should receive a good deal of consideration by the Field Managers section. I believe it is a matter requiring a good deal more attention than what might appear to be the first blush answer, namely, every society should have a strong, full-time highly trained field staff."

With the exception of Mr. Palmer's talk and Mr. Rugland's remarks, the rest of the meeting was devoted to an explanation of the various study courses now put out by R.&R. Service specifically designed for the fraternal field men. The basic course was described by John W. Dressler, field superintendent Gleaner Life; the intermediate course by Edward A. Merten, assistant vice-president and superintendent of agents Aid Assn. for Lutherans, and the new graduate course by James F. Love, editor R.&R. Magazine and the Fraternal Monitor.

Aid Assn. Party One To Be Long Remembered

The 75th anniversary reception and banquet, courtesy Aid Assn. for Lutherans, will remain in the minds of those attending for some time to come. This was in addition to the regular NFC banquet held the following evening. Herb Shriner, well-known comedian and entertainer, took care of his end of the party in his usual matchless form. At one time he had practically the entire head table (comprised of all of the Aid Assn. directors) on stage blowing away at harmonicas—and not doing a bad job of it at that. And the hors d'oeuvres and banquet fare matched anything else the evening had to put forth. There were no speeches.

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Washington 6, D. C.

Secretaries Section Considers Choice Of Lodge Secretary

The Secretaries section meeting consisted in the main of a panel on "Recruiting Replacements for the Lodge Secretary." Panelists were Daniel H. Miller, Woodmen of the World Denver; Anna Kampmann, Catholic Knights of America, and Joseph Bella, Croatian Fraternal Union. Albert J. Stelkovich, William Penn Fraternal Assn. and section president, presided.

NFC President Walter L. Rugland, president Aid Assn. for Lutherans, in greeting the section said in part that not only are local lodges a require-

NEW OFFICERS

President—Daniel H. Miller, Woodmen of the World, Denver.

Vice-president—Louise Patrick, Supreme Forest Woodmen Circle.

Secretary—Anna Kampmann, Catholic Knights of America.

Executive committee: Albert Stelkovich as immediate past president; S. M. Cvetetic, Croatian Catholic Union; Louise E. Caron, Catholic Order of Foresters, and Normand W. Lachance, L'Union Saint-Jean-Baptiste-d'Amerique.

ment of the fraternal insurance laws, but it has been proven over and over again that a society with local units lacking in vigor "is in for a really tough time so far as expansion and growth is concerned." He pointed out that in most societies the lodge secretary is the key to any active local unit program, and the importance of recruiting competent local secretaries cannot be over-emphasized.

"In my own society," he said, "we are giving consideration to changing or modifying the title of the local secretary to include in it some meaningful description of the responsibilities for local branch activity. This has always been a most important duty of the secretary. Our thought is that maybe a description, such as Program Director or some such description, would not only be appropriate as an added title but would give the membership a better knowledge of the secretary's responsibilities."

over 71 years of FRATERNITY!

For 75 years the Fraternal Congress has been serving its members. And for more than 71 years Woodmen of the World has been providing service to its members—today numbering over 400,000. Woodmen of the World service is unmatched. It includes a special certificate which provides this excellent protection:

1. Pays \$1,000 for natural death
2. Pays \$10,000 additional for accidental death
3. Permits exchange to Permanent Insurance without evidence of insurability.

In addition to contractual benefits membership means these and other FREE FRATERNAL BENEFITS:

1. Up to \$3,000 for treatment of pulmonary tuberculosis
2. Up to \$1,000 for treatment of cancer originating in the lungs
3. Special aid in time of common disaster.

You can participate in civic, patriotic and charitable programs, including:

1. Youth Training
2. Conservation of Natural Resources
3. Prevention of Juvenile Delinquency
4. Maintaining, preserving and promoting American History, Culture and Traditions.

Excellent openings for aggressive field workers. Write T. E. Newton, Field Manager, 4th Floor, Insurance Building, Omaha, Nebraska.



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WOODMEN OF THE WORLD

Omaha, Nebraska

Knights of Columbus

More than one million, one hundred thousand members

	July 1, 1960	July 1, 1961	Increase
Subordinate Councils	4529	4694	262
Columbian Squires Circles	638	136	98
Membership	1,136,137	1,143,714	7,577
Insurance Members	419,069	426,384	7,315
Associate Members	717,068	717,330	262
Insurance in Force	\$1,012,382,293	\$1,101,513,153	\$89,130,860
Assets	\$162,928,575	\$177,186,344	\$14,257,769
Benefits Paid	\$143,780,075	\$149,398,307	\$5,618,232
Ratio Assets to Liabilities	114.25%	115.19%	.96%

MORE THAN ONE BILLION DOLLARS INSURANCE IN FORCE

Joseph F. Lamb
Supreme Secretary

Columbus Plaza
New Haven, Conn.

Luke E. Hart
Supreme Knight

Barrett Succeeds Rugland As NFC Head

(CONTINUED FROM PAGE 20)

nalism which lifts its societies to a high plateau of unusual responsibility, both in service to their members and to the national community," he continued. "Whether the society be organized along ethnic, religious group, a patriotic organization or around a craft or other grouping of labor, the assumption of special protective functions as well as normal insurance trusteeship is inherent in all of your

member organizations."

Mr. Lloyd gave a brief history of fraternalism, pointing out that "with roots so deep in the highest aspirations of man, fraternalism is a trusteeship transcendent of normal fiduciary responsibilities." The history of NFC is that it was born of a genuine need in the business it represents, like its sister organizations, Life Insurance Assn., American Life Convention and Life Insurance Conference, he said.

"Your proceedings from 1886 to the present reveal a dramatic story of the development of fraternal insurance, a saga not only of its growth, but also of those strengthening influences which year by year and decade by decade have made the institution not only large, but have made it strong."

The speaker noted that it was not necessary for anyone to lecture NFC about the need for modern contracts or about the all-important responsibilities for conservative management. Developments within NFC indicate that these are well recognized and that

any problems arising out of them are being solved constructively. What he was more concerned about, he said, was for America itself.

Mr. Lloyd, who has long been a student of world affairs, dealt at some length with Communism from its birth to the present date, its goals and danger to America and the free world. His talk was extremely well received and gained considerable attention the following day in Cincinnati's daily papers.

Mr. Rugland, in his presidential report, said in part that it is gratifying to see an increasing number of fraternal leaders attending NAIC meetings regularly. "Insurance commissioners and their staffs understand and appreciate the part that fraternal benefit societies are playing much better when they can have the opportunity to become better acquainted with fraternal leaders. The complexity of supervision when 50 state jurisdictions are involved is tremendous, indeed. It is through NAIC that uniformity is gained and maintained to the greatest extent. We of the fraternal benefit system have a great stake in this and certainly much progress has been made. The NFCA was the first insurance trade association to endorse state supervision as opposed to federal. Our attendance at the commissioners' meetings gives evidence to our continued endorsement."

Mr. Rugland also addressed a large number of the various sections, each talk containing considerably more than a mere greeting. Some of his thoughts are included in reports of the section meetings.

At the first general session, greetings were given by Walton H. Bachrach, mayor of Cincinnati; Edward A. Stowell, former Ohio superintendent, who is now assistant to the governor;



What makes an insurance man really successful?

Ability, to be sure—coupled with the ambition, initiative and energy to make the most of it. But however high a man's personal qualifications, he must have strong support from his home office to achieve his goals.

At Lutheran Brotherhood, "home office support" means three things basically:

1 Quality "products"—a complete offering of up-to-date plans at rates in the lowest 2% of all listed American insurance organizations.

2 Training that includes several weeks of work in the field with an experienced life underwriter *before* taking

an intensive home office course. (Helps make the "school-work" all the more meaningful and applicable.)

3 The very latest and most effective selling aids. (Example: a portable strip film/projector kit for in-the-home demonstration of advantages of Lutheran Brotherhood plans.)

This kind of "help from home" has resulted in better service to policyholders . . . *successful* businesses for Lutheran Brotherhood representatives . . . sound, steady growth for our company. And that's reason enough to keep the emphasis where it's been from the beginning: *working with our men.*



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Berwyn, Ill.

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MISSOURI
NEBRASKA
OHIO
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Edna R. Busch, president Ohio Fraternal Congress, and Clarence C. Steinwedel, president Canadian Fraternal Assn. Mr. Stowell congratulated the fraternalists on their support of insurance legislation in the public interest, as well as on their method of merchandising insurance. He expressed the hope that some day there would be a merger of the best of the two ways of selling insurance—the fraternal and the commercial companies. The fraternalists deserve the thanks of insurance regulators nationwide, he declared.

Wind-up speaker at the final general session was Charles P. Taft, former mayor of Cincinnati and currently a city councilman. In speaking on "The National Purpose of the U. S.," he, as did Mr. Lloyd, dwelt on the danger of Communism. "We are engaged in a life and death struggle with the Communists," he said. "Unfortunately, too much of our time and thought is devoted to the argument whether the danger to us in this struggle is internal or external, as if these were mutually exclusive. Our greatest danger is want of thinking, ignorance, anti-intellectualism, rejection of facts."

In making his report as chairman of the publicity committee, T. H. Hart-

man, director of staff services Aid Assn. for Lutherans, pointed out the cooperation of the committee at the Cincinnati meeting with the trade press—which was considerable—and its various other arrangements for the widest coverage in the Cincinnati daily papers and the wire services. The committee also made arrangements to provide information and photos to the headquarters office for all societies to use in their magazines. In addition to Mr. Hartman, other members of the committee are Lawrence B. Hart, public relations director Order of United Commercial Travelers; L. A. Larson, editor Woodmen of the World, Omaha, and Carl Poole, public relations manager Aid Assn. for Lutherans.

The new officers were installed by Kate K. Miller, assistant to the president Woodmen of the World, Denver.

Frank J. Lausche, U.S. senator from Ohio, was scheduled to speak at the banquet on "What Lies Ahead," but Congress did not adjourn in time for Mr. Lausche to fulfill his engagement. An able substitute was found in John J. Cannon, a board member of Woodmen of the World, Denver, and vice-president Bank of America, San Francisco, who spoke on "A Different Look At U.S. Agriculture."



Rugland Addresses Presidents Section

(CONTINUED FROM PAGE 20)

questions. And, for the present, at least, it is not anticipated that any additions will be made to the interrogatories of the present statement blank. The entire matter is to be under further joint study by representatives of the NAIC and NFCA."

Mr. Rugland said his purpose in describing the above incident which occurred in his period of administration in the National Fraternal Congress is two-fold. "Firstly, it is an excellent example of how effective our congress organization is in serving the interests of its member-societies. And this comment could be elaborated upon at great length in this and other equally important incidents. Secondly, and more pertinently to your particular section and its meeting today, is that the incident emphasizes the great importance of the home office-local unit relationship. The need for more and more complete reports to the home offices of our societies by their local lodges is more and more apparent.

Mr. Rugland also told the Presidents section that it should seriously consider a major revision of some sort "which would enable us who are the chief executives of our individual societies to take in more of the other section or association meetings." He noted that this matter came up last year at the meeting in Montreal and assumed there would be further consideration on the matter.

The section's executive committee, as it turned out, had already sent out a questionnaire suggesting that the Presidents and Secretaries sections meet jointly at the annual convention and also some time during the year hold a joint workshop session. Of the questionnaires returned, 70 were in favor, 7 opposed and 2 did not vote. This was on the subject of the joint meeting. On the workshop meeting, 39 were for, 33 opposed and 7 not voting. The Presidents section then appointed a committee to meet with the Secretaries section to find out how it feels on the subject.

There followed reports of various committees, as well as that of Foster F. Farrell, NFC secretary-treasurer,

and Frank J. Kress, American Fraternal Union and section president.

The balance of the meeting consisted of a panel on housing the elderly. Participants were Gerald Nye, assistant commissioner for elderly housing, FHA; Gerald Gould, Florida developer and builder of Lehigh Acres, and Martin Fine, project counsel.

Mr. Nye described in detail FHA's program of financing projects for the elderly with particular reference to non-profit organizations. Messrs. Martin and Gould explained the workings of Lehigh Acres and similar centers.

At the section luncheon, Sidney Weil, Mutual Benefit Life Cincinnati, a life member of the Million Dollar Round Table, gave his formula for success, which he said was work and learning combined with horse sense. "With this formula, you don't need any gimmicks, said Mr. Weil; just get out and tell what life insurance is and what it will do."

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Press, PR Section Gets Expert View On Proper Concepts

At the Press and Public Relations section breakfast on Monday, Robert Otto, public relations counselor, Cincinnati, said in part that "too many business executives, feeling or knowing the need for what they construe

NEW OFFICERS

President—J. F. Chmelicek, Czechoslovak Society.

Vice-president—May Beaver, Supreme Forest Woodmen Circle.

Reelected Secretary-Treasurer—Bessie Kubanis, Royal League.

Executive committee—T. H. Hartman, Aid Assn. for Lutherans; Stanley Boric, Croatian Catholic Union, and Victor Zarembo, Aid Assn. for Lutherans.

as public relations, think it is restricted to mere press-agentry. If this is their concept, they can save money and time by dictating memos to a stenographer who can be taught to transcribe them on company stationery for mailing to city editors and radio-television newsrooms."

American business spends, conservatively, \$2½ billion a year on public relations, he continued. Twenty-five years ago, even New York had only 10 public relations practitioners listed in the telephone book. Today, there are almost 1,000. The profession has expanded proportionately in almost every community of any size.

Since PR deals basically with people and means of communicating with them, he said, the arena of public relations in the business field includes not only the customers of that business but the employees and officers of that business. Public relations is, then, both internal and external. PR can take the image or the concept of a business and tell the public about it, he added, but PR should not be used to create an image that isn't there, to tell the public, for example, that the image is one thing, whereas the business is another. "This is deceptive. This is what has brought some examples and exemplars of public relations into disrepute," he said.

"Integrity, therefore, should be the basis of public relations, as it must be the foundation of any worthwhile business that does not exist merely to acquire a fast buck by any means. Integrity means honesty, uprightness, soundness in concept and in action. PR, used to deceive, to gloss over, to paint just a pretty picture, is propaganda in its odious sense. Truth, then, is a correlative PR virtue, along with integrity; one who tells the truth need never remember what he said before."

Following the breakfast, the section reconvened to take up a more detailed discussion of public relations. At the gathering, Leland A. Larson, editor Woodmen of the World, Omaha, immediate past president of the section, presented the current president, Francis W. Olson, editor Equitable Reserve Assn., with a plaque for his work as president during the past year. There were also committee reports and installation of officers.

Additional photos, and the meetings of the Fraternal Activities Assn. and Medical section will appear in next week's issue of The National Underwriter.

Youth Counselors Section Addressed By Judge Schwartz

NFC's Youth Counselors section at its annual gathering had as principal speaker Benjamin S. Schwartz, Cincinnati common pleas court judge, who said that today there is too much talking about correction and punishment without attempting to ascertain the cause of the trouble and what makes a person "tick." He was refer-

GREETINGS TO THE MEMBERS AND CONSTITUENTS OF THE 1961 CONVENTION OF THE NATIONAL FRATERNAL CONGRESS

Stephen L. Segedy, President
 John P. Evans, Vice Pres. & Secy.

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ing in particular to juvenile delinquency and noted that of the serious cases that appear before his court more than 65% do not attend church or Sunday school regularly, and that half of them have not even seen the

NEW OFFICERS

President—Ramona L. Klee, Royal League.

1st Vice-president—Harriet S. Jeanes, Royal Neighbors.

2nd Vice-president—Rees Preston, Woodmen of the World, Omaha.

Secretary - Treasurer — Mildred Cruikshank, Degree of Honor.

Executive committee: Deloros Rogers, Women's Catholic Order of Foresters; Jane M. Schmuck, New England Order of Protection; B. C. Halum, Independent Order of Foresters; William Fisher, Lutheran Brotherhood, and Richard T. Tobin, Catholic Order of Foresters.

inside of a religious institution. He said while he was "not attempting to drum up business for the churches, we sincerely believe that the basis of our problem in life is being selfish or selfless."

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Fraternal Congress Section Hears Of Its Importance

The State Fraternal Congresses section began its program with a luncheon at which the speaker was Rollin D. Hough, Gleaner Life, Toledo, and

NEW OFFICERS

President—William J. McGowan, Knights of Columbus.

1st Vice-president—Michael F. Etzel, Catholic Aid Assn.

2nd Vice-president—G. Myron Savage, New England Order of Protection.

Secretary-Treasurer—Ann Wells, Supreme Forest Woodmen Circle.

Executive committee: Frank J. Vadraska, Czechoslovak Society, immediate past president of the section; John J. Cannon, director Woodmen of the World, Denver, Burlingame, Cal.; Regina Plasseki, Women's Catholic Order of Foresters; Raymond Smith, Woodmen of the World, Omaha, and Fred Emig, Royal League.

secretary of Ohio Fraternal Congress. Discussing "Fraternalism—Sell It—Don't Hide It," Mr. Hough pointed out the importance of the section, for without it there would be no delegates to the national body, "and how do you get the information around then?" he queried.

Must Learn Contract

The speaker advised his audience to "learn your contract, or you'd better hide it; you can't sell it. Don't take it for granted that the public knows all about our society. Tell the fraternal story rather than have a competitor do it." He noted that telling the fraternal story is cumulative. "It may not help you directly, but some field man may profit by your efforts and eventually you will too." Mr. Hough also feels that the daily papers give very little attention to fraternalism and "something should be done about it." He said his big dream is that some day there will be a national advertising campaign to tell the story of fraternalism.

Reconvening after lunch, the section heard V. I. Mandich, supreme president Croatian Fraternal Union, discuss the value of state fraternal congresses in the fraternal system. Installation of officers was handled by Arthur J. Barrett Jr., president Woodmen of the World, Denver, and vice-president of NFC.

Lloyd Hendrickson Is Named President Of Investment Section

At the Investment section meeting during the 75th annual gathering of NFC at Cincinnati, Lloyd L. Hendrickson, Woodmen of the World, Omaha, was elected president to succeed Harold E. Bravick, Aid Assn. for Lutherans. Joseph T. Pranica, Polish Roman Catholic Union, was named vice-president; Stuart Micklethwaite, Gleaner Life, secretary, and Raymond A. Klee, Royal League, treasurer.

Named to the executive committee were Richard T. Tobin, Catholic Order of Foresters; Edmund J. Meager, Royal Neighbors, and Thomas A. Faulhaber, Modern Woodmen.

Principal speaker at the meeting was Fred O. Kiel, vice-president Federal Reserve Bank of Cleveland, who discussed "Business Conditions as Effected by Federal Reserve Board Policies."

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Dues Boost Loses In Council By 8 Votes

(CONTINUED FROM PAGE 1)

age of Life Underwriters you have inaugurated a new epoch of vastly expanding services to the insuring public through greater educational usefulness to persons engaged in the life and health insurance business.

"You have demonstrated administrative capacity in bringing to the college dedicated and devoted officers who carry out their responsibilities with vigor and enthusiasm. Your

practical administrative talent has given direction to undergirding the college with financial support with resulting greater stability of operations and expansion of services.

"Because of your boundless energy you have continued your research and editorial pursuits. . . .

"You have given guidance and encouragement to many writers in your work as an editor of the Irwin series. . . . Your interest in helping people

learn and understand has led you to assume the enormously important task of developing a new acceptable terminology for insurance. This work, which you instigated and planned, is being conducted under the auspices of the American Risk & Insurance Association. . . .

"In summing up your intellectual temper, at least four outstanding ideas should be emphasized:

"1. A belief that freedom of thought and expression are conditions needed to realize fully the power of direction

by intelligent thought.

"2. A belief in the profound importance of experimentation and research in shaping life and thought.

"3. A belief that orderliness of knowledge minimizes confusion in actions.

"4. A great capacity for friendship and love of family.

It was quite evident that the vote on the dues increase did not imply an unwillingness to increase the present \$6 national dues to \$8 but only an insistence on understanding what the money would be used for. Treasurer Louis J. Grayson, Travelers, Washington, D. C., made a heroic effort to "sell" the \$2 increase, but there just wasn't time enough, and perhaps not enough available data at the convention, to give the kind of detailed picture that the leaders of the opposition wanted.

The first move of those opposed to voting the increase immediately was a motion to table. This failed, in a voice vote, by an unquestionable majority, so it looked as if the pro-increase members might carry the day—and they would have, had it not been for the two-thirds majority requirement, since a dues increase requires a bylaw amendment.

In his presentation as chairman of the dues structure committee, Mr. Grayson recalled that in 1953 NALU faced a similar situation, and he quoted freely from the report of the committee that dealt with it, headed by the then NALU treasurer, Osborne Bethea, Prudential, Newark.

Quotes From Earlier Report

Mr. Grayson quoted that report as saying that "the entire question depends on the kind of association we want," that NALU can curtail its activities or adequately live up to its concept of what it should do for its members. This is true today, he said, as is the earlier committee's statement that "we cannot continue our present service to members within our present income and still maintain solvency."

Listing some—but not all, he noted—of the things that need to be done through a dues increase, Mr. Grayson discussed these:

—Employment of an actuary on either a full-time or consulting basis.

—Balancing the budget to wipe out continuing deficits. The exact amount of deficit is unimportant, as long as it is in the direction of complete elimination, said Mr. Grayson. The present budget's deficit is about \$100,000. Some of the contingencies against which the budget is designed to provide may never occur, but he pointed out the drastic effect on dues income if the Berlin crisis should result in larger numbers of men being called

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into service, with consequent withdrawal of many members of NALU from dues-paying status.

—Additional legal staff, which would call for about \$20,000 more a year. This is probably the greatest need. Thousands of bills are introduced in the state and federal legislatures and NALU has only two lawyers to keep watch on them. Mr. Grayson quoted from a letter from Taylor Bigbie, former NALU counsel, to the effect that state associations often beg NALU to send counsel to their states to help with situations that are too difficult to cope with by letters or phone, but NALU's lawyers don't have the time or the travel budget. In many states, a modest outlay would help not only the state that is in trouble but other states as well, where the same sort of thing is likely to pop up also.

More Field Help Needed

—Additional field help, particularly a field secretary, who could render priceless service, according to the 1953 report. Many locals cry for help, but NALU cannot fairly do for one what it can't do for all.

—An assistant to the executive vice-president, for which \$15,000 should be allocated. The executive vice-president can't be two places at once; someone should be able to look after things when the executive vice-president is away on trips, as he will have to be some of the time. NALU should start immediately looking for such an assistant, said Mr. Grayson.

—Expenses should be paid for members, particularly agents, who feel they can't afford the monetary outlay, in addition to time lost from the job, that goes with being a trustee or officer of NALU.

—A secretary for health insurance should be provided for, since premium income from health insurance may some day bulk larger than from life insurance.

—Surplus should be boosted from its present \$203,000. Some trade association executives hold that surplus should be 50 to 100% of a year's dues.

Looking to the future, Mr. Grayson listed such threats as increased direct writing of group, boosts in social security death benefits, national service life insurance, association membership insurance and government authorization for national banks to sell life insurance over the counter.

Will Be More Complex

"I don't know what they'll be," he said, "but I'm sure they'll be more complex and more consequential. Do you want to do what is in the best interests of the agent, and the American agency system, or do you want to fuss about a \$2 increase in dues? I know about the problem of membership, particularly in the big cities in the east. NALU has a brilliant past and stands at the crossroads of a great and influential future."

Roy Simon, Penn Mutual, Chicago, following the failure of the motion to table, said he believed no one had the slightest reservation about increasing the dues by at least \$2, but said that "I think most of us would have liked to know, ahead of coming here, what the increase was to be used for, so we could consult with our members and find out what they wanted done."

"If we vote for this increase, about \$150,000 a year, in order to do some of the things outlined, we are merely asking ourselves to come back one or two years from now for an additional increase in dues," he said. "Wouldn't it be ever so much better to have a detailed study covering further the

projected activities, and then vote perhaps \$4 or \$5 that may be needed, rather than vote a palliative now? And wouldn't this be a forward step in our internal public relations?"

If such a study showed a need for a larger increase than \$2, Mr. Simon said he would "come back and fight like the devil for it."

Defeat of the dues increase need not defer the effective date of an increase, if the decision is to vote it at the next opportunity. The original proposal was for a dues increase of \$2 effective Jan. 1, 1962 and an additional dollar, if the board felt it to be needed, but not before Jan. 1, 1964. However, the proposal that was finally voted on and defeated was only for a \$2 increase, and that to be effective Jan. 1, 1963.

McMillon Speaks Briefly

While the fellowship "brunch" that closes the NALU convention has often been the occasion for the new president to outline the aims of his administration, R. L. McMillon, Business Men's Assurance, Abilene, Tex., the new NALU chief, spoke only briefly, referring to a "mandate to go forward," and saying "I feel real good about it." He concluded by saying, "I'm looking forward to coming to you a year from now feeling certain that progress has been made."

The featured speaker at the "brunch" was Associate Justice Zollie Steakley of the Texas supreme court. He spoke on the professional attitude and its responsibilities.

"In a real sense, those who seek our services are at our mercy," he said. "They have no way of knowing if that which they receive from us—life insurance counsel, legal advice, or medical treatment—is fully appropriate to their needs. That is why the professional man can so easily become the prey to the human weakness of self-interest only—to the ease of less than full professional responsibility. Taking advantage, giving less than our best, is all too often the case."

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Editorial Comment

Chance For NALU To Reappraise Itself

The narrowly defeated two-dollar increase in NALU dues was of course disappointing to many members, yet it opens the way to a much better understanding by all the members of just what it is that NALU is and does—and even more important, where it should go in the future.

There may have been some council members at the recent convention in Denver who voted against the increase just because they didn't want another two dollars added to the cost of being a member of NALU. But if there were any who felt that way, they were an extremely small minority. Nearly every speaker who had anything to say at all against the increase went out of his way to make it clear that if the reasons for the increase were adequately documented he would gladly vote for the increase and perhaps even a greater one.

Unfortunately, the discussion of the dues increase in the national council was tied in with technical matters of accounting, like how much is it proper to write off each year on the headquarters building. The proposed 5% a year seemed to many quite a fast rate for a building that was only a year ago for all practical purposes a brand-new structure. As NALU Treasurer Louis J. Grayson freely conceded, there are many different but supportable schools of thought on the subject of depreciation and how much the annual write-off should be to take care of it. A building doesn't depreciate as fast as a car, but some realistic provision has to be made against the day when it will eventually have to be replaced. That is part of the price of owning a home. Incidentally, the payments going into the depreciation reserve are quite apart from the amortization portion of the \$18,600 a year that goes for interest and the repayment of principal.

But even with the depreciation figure settled on, it will be difficult to determine what NALU's budget should be without an accurate road-map of where NALU plans to go. It

seems as if this is the time to analyze, for the benefit of all the members, just what it is that NALU does for them, what it costs, whether it could be done more economically, and if so, how. The same should be done for projected activities, including those that have already been approved but thus far not implemented because of lack of money and staff.

Possibly various "package deals" could be proposed, with an approximate price tag for each package in addition to the itemized cost of each item in the package. Is the prevailing sentiment that NALU should pull in its horns as far as the future is concerned and be content with what a two-dollar increase will buy? Or should the national body take on ambitious new projects for maximum service to the membership—with a correspondingly higher price-tag than the \$8 a year that a two-dollar increase would bring the dues to? Or should the level of NALU activities be compromised somewhere in between, and if so, where?

NALU members are entitled to say what kind of services they want from their national association, both currently and in the future. It may be that the projected services will be found to cost more than the members care to pay, along with building maintenance, depreciation, amortization, interest, and all the rest that goes with it. But it seems as if the best way to find out what the members want—in the sense of being willing to pay for—is to show them the costs of various alternative levels of service and let the national council members, after getting clearance from the associations back home, record their preferences.

If such analyses can be conducted reasonably soon, there will be an opportunity for discussion of them, and an informed vote when the question next comes up in the council. Discussion in the council will then be more informed and less subject to errors of judgment. The resulting vote

may be disappointing to the low-budget minority and the high-budget minority, but it should be about as accurate a reflection of what NALU really wants and is willing to pay for as any method we can think of. —R.B.M.

interests of about 2,000 of his policyholders. He was an organizer of the Optimist Club of Decatur.

Deaths

LLOYD E. CORP, 55, assistant secretary of Bankers Life of Nebraska, died at Lincoln. Mr. Corp joined the company in 1931. From his initial post as renewal department clerk, he later became a manager in the issue division. Named assistant secretary in 1946, he had directed the company's policyholders service division since 1954. He was a past president of Insurance Institute of Nebraska.

BENJAMIN P. ATKINSON, 47, manager at Austin, Tex., for American General Life, died of a heart attack at his home there. He joined the company in 1937 as an agent. In 1942 he was given American General's highest recognition, the outstanding agent's award. He went to the home office in 1947 as assistant agency director, and in 1949 was appointed manager at Houston.

Mr. Atkinson was president of General Agents & Managers Conference of Texas and a past president of the Austin and Texas life underwriters associations.

EARL H. BACH, 68, former manager at Indianapolis for Prudential, died in Monticello, Ind.

JOHN R. JONES, 78, retired manager at Easley, S. C., for Liberty Life of Greenville, S. C., died after a long illness.

R. WILLIAM FINKE, 102, who retired 48 years ago as assistant branch superintendent of Metropolitan Life at St. Louis, died at his home in Kirkwood, Mo. Born in Germany, Mr. Finke was a cabinet maker for many years before joining Metropolitan. He is survived by three children, 10 grandchildren, 35 great-grandchildren and three great-great-grandchildren.

WILLIAM A. IVEY, 88, retired agent of Franklin Life at Decatur, Ill., died in St. Mary's hospital there. He had been with the company 40 years until his retirement in 1957. After retirement, he continued to look after the

Stocks

By H. W. Cornelius of Bacon, Whipple & Co., 135 S. LaSalle Street, Chicago, Oct. 3rd, 1961

	Bid	Ask
Aetna Life	150	151
American General	70	71
Beneficial Standard	49	50
Business Men's Assurance	84	87
Cal.-Western States	98	100
Commonwealth Life	49	50
Connecticut General	287	290
Continental Assurance	123 1/2	124
Franklin Life	110	111
Great Southern Life	35 1/2	36 1/2
Gulf Life	85	86 1/2
Jefferson Standard	90	92
Liberty National Life	27 1/2	28 1/2
Life & Casualty	113	115
Life of Virginia	158	160
Lincoln National Life	201	204
National L. & A.	25	26
North American, Ill.	54 1/2	56 1/2
Ohio State Life	80	81 1/2
Old Line Life	25 1/2	26 1/2
Old Republic Life	71	72 1/2
Republic National Life	156	160
Southland Life	109	111
Southwestern Life	169	174
Travelers	58	60
United, Ill.	77	82
U. S. Life	63	66
Washington National	44 1/2	46 1/2
Wisconsin National Life		

Agenda Set For I-Days At University Of Ariz.

University of Arizona will sponsor its annual insurance program over a two-day period for the first time Feb. 15-16. The first day will be devoted to property and casualty and the second day to life. Director of the program is Nestor R. Roos, associate professor of insurance at the university.

Property and casualty speakers will include Vestal Lemmon, general manager National Assn. of Independent Insurers, and William Seymour, retired vice-president Liberty Mutual. Among life speakers will be Bruce Palmer, president Mutual Benefit Life, and Edward Mintz, agent for New York Life at Salinas, Cal.

Featured luncheon speaker both days will be Louie Throgmorton, vice-president Republic National Life of Dallas.

Health Insurance Terminology Committee To Meet In New York

The committee on health insurance terminology will meet Oct. 20 at New York to decide upon the definitions of the following terms: Accident, sickness group, individual and family, blanket, disability income, medical expense, values, reimbursement, service, non-cann, guaranteed renewable, limited, optionally renewable, cancellable, voluntary and compulsory. Subcommittees have been attempting to evolve definitions for these terms that will become standard in the business.

Chairman of the committee is E. J. Faulkner, president Woodmen Accident & Life.

1961 Law Changes Booklet Issued By Me. Department

The 1961 supplement to the Maine department's 1959-60 publication, "Laws Relating To Insurance Companies," has been made available by the department for 50 cents per copy, including postage. Checks should be made payable to "Treasurer of State" and sent to State of Maine Insurance Department, Augusta.

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Comments On The Insurance Field From The Investment Dealer's Chair

By LEVERING CARTWRIGHT

Cartwright, Valleau & Co., Board of Trade Building, Chicago

Last week's insurance stock market belonged to the majors. Aetna Life and Travelers which had showed strength the previous week continued to be aggressively accumulated, so that AEL finished the week up 8 points and Travelers was 10 ahead. Both were in new high ground. Connecticut General came up strongly again and gained 18 for the week while Lincoln National was plus 6. Insurance Company of North America which was unshaken in the market by the hurricane spasm, gained 3 points during the week. U.S.F.&G.

Northwestern National Life went all on the bid side this week. At 132 it was up 6. Travelers and Aetna Life scored eight or 10 point advances Monday, then lost that ground Tuesday. But Conn. General and Lincoln National held their new gains. Much strength developed in part of the fire-casualty list, especially U.S.F.&G., Hartford Fire, and Aetna Insurance. Heavy buying developed in Boston Ins. Co. On Wednesday morning it was 40 bid, up 4. Transamerica advanced into new high ground, up 3 points or so, and Transamerica preferred, which contains a perpetual call on the common, was also higher.

(Northwestern National Life on Thursday morning was 145 bid, up 20 points with none available and Conn. General was 303 bid.)

was a strong feature with an increase of 4. Fireman's Fund showed signs of improvement after having staggered through a 50,000 share offering plus the hurricane and picked up 2½. Employers Group was 2 better, Hartford Fire won back almost all that Carla cost her in the market and was plus 6½. Two point gainers included North River, Phoenix and Reliance while New Hampshire was 3 better.

Beneficial Standard Life continued its sensational advance to 51 and then met sellers. Nationwide Corp. was up at 45. National Life & Accident reached the 200 mark. Great American Life Underwriters gained 10.

Monthly List

Quarterly List

The following quotations on insurance company stocks are furnished by Cartwright, Valleau & Co., Board of Trade Building, Chicago. In the in the professional market at Sept. 29, third column are shown the bid prices while in the first two columns are the comparable prices as at Dec. 30, 1960 and June 30, 1961.

	12/30/60	6/30/61	9/29/61
Aetna Casualty	96	129	144
Aetna Fire	91½	111½	115
Aetna Life	97½	119½	150
Agricultural	31½	32½	35
All-Am. Life & Cas.	8	14½	18½
Am. Equitable	19½	22½	20½
*Amer. Fld. & Cas.	12	15½	24½
Am. General	30½	61	69
Am. Heritage Life	6½	10½	13½
Am. Home	41	54	58
American, N. J.	27½	31	29
Am. Life Companies	8	8½	11
Am. Motorists	17	20½	26½
Am. National	7½	11½	16½
Am. Re-Insurance	41	53	55
Am. States	21½	23½	25½
Bankers Natl. Life	22	40	52½
Bankers & Shippers	54	57	60½
Beneficial Std. Life	15½	33½	50
Boston	31½	35½	36½
B. M. A.	31½	71	84
Cal. Western States	44½	76	99
Camden	32½	38½	38½
Central Standard Life	16½	19½	27½
Citizens Casualty	8½	14	18
Citizens Life	10½	24	37½
Coastal States Life	16	19	19½
College Life	52	86	105
Combined	24½	44	54
Commonwealth Life	21	39	49
Conn. General Life	200	228	281
Cont. Am. Life	28½	35½	52
Continental Assurance	120	162	180
Continental Casualty	68½	106	109½
Continental Insurance	56½	58½	64½
Corroon & Reynolds	15	16½	17½
Criterion	40	45	45
Crown Life	112½	205	230
Crum & Forster	36	47½	51½
Eagle Fire	2½	5½	4
Eastern Life	28½	41	106
Employers Group	39½	49	51½
Employers Reinsurance	61½	62	68
Farmers Und. Assn.	42	53½	62
Federal	57½	69½	67½
Federal Life & Cas.	73	79	112
Fidelity Bankers Life	8	10½	16½
F. & D.	43½	57	56
Fireman's Fund	53½	66½	61½
Franklin Life	61½	102½	123
General Am. Corp.	157	191	223
General Reinsurance	121	130	165
Glens Falls	39½	41	44
Government Employees	89	128	122
Government Employees Life	43	78½	118
Great American	49½	57½	54½
Great Am. Life Und.	70	124	173
Great Southern Life	69	90	112
Great-West Life	395	550	745
Gulf Ins.	34½	38	43
Gulf Ins.	18½	27	35½
Hanover	42½	43½	45½

(CONTINUED ON PAGE 34)

Supplementing the monthly list of insurance stock quotations, Cartwright, Valleau & Co., Board of Trade Building, Chicago, furnishes month-end bid prices on some 175 other issues that are traded. Following is such a list giving the bid prices at Sept. 29, 1961, along with comparable figures for May 31, 1961, and Dec. 30, 1960. Some of these are rarely traded and the figures shown are nominal. On others there are no listings in the current quotation sheets. The prices shown are not those which the investor could expect to realize net when selling nor are they the prices at which he could buy. They serve mainly to indicate trends.

There have been some handsome increases in market in several issues, notably American Bankers Insurance and American Bankers Life of Florida, American Illinois Life (up from 1¼ to 7), American Life of Alabama, which has large holdings in Great American Life Underwriters, and United Services Life, Banlife Corp., which owns a substantial part of Bankers National Life, Chesapeake Life, Consumers National of Indiana, Farmers New World Life, Northeastern Life, Seaboard Life, Southwest Indemnity & Life, United Benefit Life, United Fire.

Most discouraging market performance has been that of Old Ironsides Fire & Marine, which finished the year 1960 at 3, then dropped to 2 at May 31 and is now at 1. This is attributable to early season storm losses, trouble with its reinsurance in Tangier, unfortunate experience with its taxicab business, and a default on its note to the president.

	12/30/60	5/31/61	9/29/61
Academy Life, Colo.	2½	3½	2½
Am. Bank Life, Fla.	11½	18½	22
Am. Bankers, Fla.	14½	25	29
Am. Drugists	70	70	70
Am. Fidelity & Cas.	12	15½	24½
Am. Fld. Life, Fla.	8½	9	9½
Am. Fire & Cas., Fla.	17	18	19½
Am. Founders Life, Tex.	22½	25½	27
Am. Ill. Life	1¼	2½	7
Am. Income Life	8	12	13½
Am. Indemnity	23	21	23
Am. Independent Re.	2	2½	2½
Am. Life, Ala.	6¼	20½	21½
Am. Mercury	2½	4½	6½
Am. Surety	15½	20	20
Amicable Life	53	65	68
Appalachian Natl. Life	2½	3	3

	12/30/60	5/31/61	9/29/61
Argonaut	5½	7¼	6¼
Assoc. Life, Ind.	4¼	4¼	4¼
Atlas Life, Okla.	50	50	57
Aviation Empl.	1½	5¼	2¼
Bankers Union Life	65	67	93
Banlife Corp.	145	208	315
Birmingham Fire & Cas.	19½	24	22
Bituminous Cas.	105	105	105
British Am. Life	150	145	150
Capital F.&C., Ala.	1	1½	1
Carolina Cas.	4¼	3	5¾
Cent. States Life	1¼	1¼	7
Cert. Credit Corp.	1¼	1¼	1
Cherokee	15½	15½	16
Chesapeake Life	35	56¼	75
Cincinnati Ins.	48	50	50
Citadel Life, N. Y.	15	22	25
Civil Service Empl.	40	130	130
Colo. Credit Life	½	2½	1¼
Colo. Ins. Service	4¼	4¼	4
Columbia Gen. Life, Tex.	¾	½	¾
Commerce, Ill.	2	2¼	2¼
Consol. Am. Life, Ill.	3½	3¼	4¼
Consumers Natl. Life, Ind.	2	3¼	5½
Cont. Am. Life, Tex.	1½	1¼	1¼
Cont. Fld. Life, Ariz.	7	12	14½
Cornbelt, Ill.	2½	1½	2¼
Cornbelt Life	4¼	3¼	5
Employers Cas.	25½	28	33
Excelsior	8½	9½	10
Falcon Natl. Life, Colo.	¾	¾	¾
Family Fund Life	7¾	8½	9½
Farmers & Bankers Life	65	75	75
Farmers New World Life	100	160	240
Fid. Union Life	200	200	300
Fire Und. Assn.	37	37	40
First Am. Life	1	35½	19½
First Colony Life	9	21½	19½
First Fidelity, Okla.	1½	2½	2¼
First Natl. Life, Ariz.	6½	8¼	9
First United Life	3	4½	4¾
Gen. Serv. Life	26	33	33
Ga. Int. Life	4½	6½	6½
Germantown Fire	125	130	136
Gibraltar Life	8½	8	9
Great Am. Life, Kan.	24	25	25
Great Atlantic Life	2	2¼	1¼
Great Fld. Life	1	1½	1½
Great N. W. Life	35	45	48
Great S. W. Life	4½	4	4
Great Western Life, Okla.	½	1	1
Guaranty Natl. Ins.	3½	4½	4½
Gulf Am. Life & Cas.	3½	1½	1½
Harbor	15½	16	12
Home Owners Life	4½	5¼	5
Ill. Mid-Cont. Life	4¼	6¼	11¼
Int. City Life	22½	22	25
Ins. Co. of Ore.	10½	11½	9½
Ins. Corp. Am.	2½	2½	2
Intl. Fld. Life	1½	1½	1½
Intl. Life, Tex.	½	1½	1½
Intl. Life, N. Y.	14½	14½	14½
Inter-Ocean	48	48	54
Inter-Ocean Re.	60	60	62
LaSalle Cas.	3	3½	3
Liberty Life & Acc.	1½	1¼	2¼
Life Assur., Pa.	17	19½	25½
Life of Ala.	18	21½	23
Life Investors, Ia.	3½	4½	4½
Lincoln Am. Life	2½	2½	2½
Lincoln Lib. Life	8¼	9½	9½
Loyal Am. Life, Ala.	3½	5¼	6¼
Maine Fld. Life	3½	5¼	5
Mammoth Life & Acc.	17	19	19
Maryland Life	63	91	93
Maryland Natl.	14½	13	13

	12/30/60	5/31/61	9/29/61
Mercantile Security	12½	14	18½
Michigan Life	275	370	430
Mid-America Life	2	2	2
Midwest Life	70	67	67
National Am., Neb.	160	160	225
Natl. Am. Life	3	5	5
Natl. Bankers Life	63	60	60
Natl. Life & Cas., Ariz.	2½	2¼	2¼
Natl. Security, Ala.	5¼	4	3½
Natl. Union Life, Ala.	3½	2½	3
Natl. Western Life, Colo.	6½	6¼	11¼
Neb. Natl. Life	3¾	4¼	5¼
New Mexico Life	5	5	5
Northeastern Life	17	22	47½
Old Ironsides F. & M.	3	2	1
Oxford Life	¾	1½	2¼
Pacific Empl.	21½	23½	23½
Pacific Mut. Life	11¼	12¼	12½
Pacific N. W. Sec.	125	155	175
Pacific S. W. Life	12	12	12
Pioneer Am. Life, Tex.	18	16	16
Pioneer Life & Cas.	5½	7¾	8
Preferred	11½	15½	15½
Protective Sec. Life	2½	3½	5
Provident Life, N. D.	73	76	98
Public Savings, Tex.	5½	4½	5½
Pyramid Life, N. C.	3¾	4	5¼
Quaker City Ins.	10	13½	13
Reins. Investment Corp.	2½	3¼	3¾
Richmond Life	5	7	8
Rockford Life	34	36½	37
Rocky Mountain Life	2¼	4½	4½
Seaboard Life	5½	7½	11¼
Secured, Ind.	21	21	21
Security Am. Life	3½	5	5
Selected Risks	36	38	37
Selective Life, Ill.	12	12	11
Seminole Life	4½	4½	4½
Service Life, Tex.	9	9	12½
South Coast Life	3½	3¾	4¼
Southern Equitable Life	1¼	3¾	3¼
Southern F. & C.	5	6¼	5
So. Natl. Life, Ark.	4¼	4	4
So. States Life, Tex.	10	8	8
S. W. Am. Life	1¼	2	2
S. W. Indem. Life	3½	3	11
S. W. Res. Life, Tex.	5	5	5
Stand. Sec. Life, N. Y.	8¼	19½	2
Stand. Union Life	2	2½	3½
State Capital Life, N. C.	26½	30½	34
State F. & C., Fla.	1¼	1¼	1¼
State Life, Colo.	1¼	2½	3½
State Life, Ill.	5¼	5	5½
Sunset Life, Wash.	62	71	69
Supreme Life, Ill.	27½	27½	27½
Telephone Employees	69	69	69
Texas Cont. Life	½	¾	1¼
Texas Res. Life	1	1¼	1¼
Traders & General	14½	16	16
Union Bankers, Tex.	6¼	4¼	4¼
Union Trust Life	6	6¾	6¾
United Am. Life, Colo.	12½	19½	26½
United Ben. Life	735	740	1,225
United Fidelity Life	70	70	70
United Bonding	3¼	3	3¼
United Founders Life	45	70	80
United Home Life	\$1.05	1¼	1¼
Universal Guar. Life, La.	14	14	14
University Natl. Life	2½	1¼	3¾
Vulcan Life	16	17½	18
Wabash F. & C.	1¼	1¼	1¼
Western Ins. Sec.	120	121	123
Western Pacific	15	16	19½
Western Res. Life	12½	18½	17½
Western States, N.D.	9½	15	17½
Wolverine	50	51	50

Citizens Life Of N.Y. In Public Stock Offer

Citizens Life of New York has filed with Securities & Exchange Commission for a public offering of 147,000 shares of common stock. Of this number 47,000 are now outstanding and owned by Citizens Casualty, and the balance is a new issue. One of the few life companies incorporated in New York in recent years, Citizens Life has this year broken into the \$100 million range of insurance in force, most of it ordinary business. This year sales have been ahead 40%.

Among other things the additional funds will enable the company to increase retention from \$25,000 to \$50,000.

Citizens Casualty will retain some 180,000 shares of the life company, or about 36% on the new basis.

Underwriter for the issue is A. G. Becker & Co., of Chicago.

American Life Raises Limits

American Life of New York has increased its non-medical limits as follows: Ages 0-5, \$15,000; ages 6-30, \$25,000; ages 31-35, \$10,000; ages 36-40, \$5,000. This represents an increase of \$5,000, \$15,000 and \$10,000 for ages 0-5, 6-9, and 10-30 respectively.

Royal Neighbors Issues CSO-Based Rate Book

Royal Neighbors has put into effect a new rate book based on the 1958 CSO table with an interest rate assumption of 2½% and is one of the first fraternal to adopt the new mortality table. Included in the rate book are lower premiums for females, new plans of protection, riders, provisions, benefits and a band method of quantity discount.

New life insurance plans are life paid up at age 65 for adults and juveniles, and juvenile term to age 16, with automatic conversion to whole life payment. Retirement income at age 65 is now available to juveniles.

The new riders now issued are premium waiver disability, supplemental term, mortgage protection and guaranteed insurability purchase option. The latter option is included in all juvenile certificates without specific premium charge. All juvenile certificates provide for full death benefits for all certificate years and rating ages.

In the new rate book, premiums for females are lower than those for males except for premiums for the juvenile term to age 16 plan while the insured is a juvenile, and the premiums for all riders.

that there will be substantial evidence in support of the basic allegations of the defense.

Mr. Cray suggested a formula for evaluating the strength of the company's position in a suit against it for settlement of a death claim. This formula is based on a total of 100 points. It gives medical evidence from one to 25 points and the same for non-medical evidence. Law and trial procedure account for one to 30 points, the plaintiff himself up to 10 points and the circumstances concerning death up to 10 points.

In assessing the value of a case from a settlement standpoint, the insurer's general counsel will of course consider (a) the potential value or detriment of a reported decision, favorable or adverse, on the point involved in the particular jurisdiction; (b) whether, if the case turns on a question of law, the company will want to perfect an appeal from the decision if it should be adverse, and the likelihood of the plaintiff's taking an appeal if the company wins; (c) the public relations impact from the standpoint of the publicity involved if the case goes to trial with reasonably good possibility of appeal; (d) cost of the proceedings to date and estimated cost of trial, including such items as depositions, fees of expert witnesses, and counsel fees. Here are the directions Mr. Cray gave for applying his numerical formula:

Medical evidence (up to 25 points): Consider testimony of all witnesses concerning medical evidence to be adduced, medical documentary proof and ability, partisanship and "witness quality" of medical witnesses. Don't forget data in the official report of the autopsy surgeon, if an autopsy was performed, as well as information on the death certificate. A conference with the embalmer will often pay dividends in explaining findings such as discoloration in a given area or areas on the deceased's body which the claimant is trying desperately to prove was caused by injury.

Non-medical evidence (up to 25 points): Will there be substantial conflict in the major points of fact involved? How favorable is the non-medical evidence? Are your witnesses convincing. Are they firm in their recollection of facts or will you be confronted with "I don't recall that being said," or "I don't remember who was present" at a critical time such as the taking of a non-medical application. Are they clear as to statements of persons present about facts concerning an accident involved, and as to statements of the applicant or members of his family to soliciting agents and other representatives of the company concerning medical history of the applicant?

What Is A Consultation?

Law and trial procedure (up to 30 points): Consider the number of jurors required for a verdict in your particular jurisdiction. What is the law of your jurisdiction as to what constitutes a consultation with a physician, what is a material misrepresentation, must misrepresentation be intentional under what circumstances is notice to the soliciting agent or other company representative notice to the company, what is the authority of any company agent that might be involved, what proof is required to establish death by accidental means, what is the legal effect of the proofs of death, certified copy of death certificate, and the like?

Plaintiff (up to 10 points): Consider the plaintiff's personality, physical condition, age, minor children, occupa-

tion.

Circumstances concerning death (up to 10 points): Consider any facts which would normally result in unusual amount of sympathy, on the part of the court or jury—for example, murder of the insured or shocking circumstances, such as a horrible violent death.

To demonstrate how the formula would work, Mr. Cray took this assumed set of facts: A corporation beneficiary makes claim for double indemnity benefits by reason of the death of an insured officer of the company, which had applied for the insurance. The policy has the usual provisions requiring proof of death solely and independently of all other causes by accidental means, with no liability if death was contributed to directly or indirectly by illness or disease.

Was In Slight Collision

Investigation showed the insured, age 60, on a Sunday evening in the company of his wife, had been visiting their daughter and her family. Following dinner at the daughter's home about 6 p.m., the insured had talked and played with his grandchildren and appeared quite normal. While driving home at 8 p.m., the insured struck the rear of a car stopped at an intersection, with negligible damage to either car. The insured's wife, who was sitting beside him, stated that at the time of the impact the insured was thrown forward against the steering wheel and that he immediately thereafter turned very pale.

He got out of the car and inspected the damage, which was only a broken tail-light and a small dent in the rear of the car he had struck. A few minutes later he complained of a pain in his chest. The police promptly called his doctor, who arrived in about 20 minutes. Shortly afterward, the insured was taken to the hospital by ambulance and died there two hours after the accident. Death was diagnosed as due to acute congestive heart failure.

The attending physician said the insured had suffered from hypertension and coronary heart disease for about three years prior to his death and had suffered an acute thrombosis six months before death, and had had two attacks of angina during the year prior thereto, one nine months and one only a month before his death. He had continued to perform the duties of an officer of the beneficiary corporation after the onset of his ailment, but had been working only half days during the year preceding his death. His physician had prescribed digitalis and the carrying of nitroglycerin tablets for use if he should suffer a pain in his chest. He had seen or conferred with the insured on an average of once a month during the year preceding his death.

The autopsy report disclosed no evidence of bruise or trauma in the area of the chest and abdomen and stated the cause of death to be acute congestive heart failure. The death certificate gave the same principal cause of death as appeared in the autopsy report, but with the contributing cause as "accident." The insured's physician stated that in his opinion the death of the insured, which he observed as apparently the result of acute heart failure, was precipitated by the emotional shock of his accident and the trauma resulting from his bumping the steering wheel.

The doctor further stated that the accident and the resulting injury set in progress the chain of events which

led directly to the insured's death; that the accident and injury aggravated the pre-existing infirmity, which resulted in death, and that the insured would not have died when he did but for the accident. The insurer's medical expert gave as his opinion that the heart ailment was the proximate cause of death, not contributed to in any marked degree by the accident, and that it would be only a guess to say that the insured would not have died when he did but for the accident.

Applying the formula to the foregoing facts, Mr. Cray gave these

values as the measure of the strength of the defense's case, assuming the case were in California: Medical evidence 14, non-medical evidence, law and trial procedure, plaintiff, 10 points each; circumstances of death 6, total 50. However, if it were a New York State case, the respective figures would be 20, 16, 26, 10 and 6, for a total of 78. The difference between the figures for the two states is due to the difference in the law of the two jurisdictions relating to death resulting from accidental means, according to Mr. Cray.

MAINE MAXIMS

One of a series

How far is it to Portland?

Well, about 25,000 miles in the direction you're headed.



Direction plays a vital role in the training of our field men. For only by directing our efforts toward building the man — by guiding him in all phases of his personal growth — does the successful salesman emerge.

In the process, we make available the best sales tools and provide careful training, guidance and supervision. Out of the mold of consideration and understanding comes a man of greater stature and income — who is a happy member of his community and a credit both to himself and to the name of Union Mutual.



UNION MUTUAL

America's 8th Oldest Life Insurance Company
Home Office — Portland

Carlton G. Lane, President / John Carnochan, Executive Vice President

MAINE

LIFE — NON-CAN HEALTH — GROUP

Dawson To Retire From Mutual Of N. Y.

(CONTINUED FROM PAGE 1)
department, but will be relieved of the day-to-day responsibility for operation of the department.

Mr. Lindley, who has been vice-



Allen L. Lindley

president for securities investment and treasurer, will head investment and



Clifford B. Reeves

other financial operations and will be given general supervision of the securities investment, urban mortgage, farm mortgage and treasurer's departments.

Mr. Reeves, former vice-president for public relations, will be responsible for all of the company's administrative functions, including office operations, electronics, public relations and personnel.

Mr. Schmidt, who has been vice-president and chief actuary, will be in charge of all insurance operations, exclusive of sales, in the life, health and group fields. He will have general supervision of the actuarial, group, selection and health insurance departments.

Mutual also promoted the following

officers: James Bingay, 2nd vice-president for sales in charge of the administration division, to vice-president for sales; Russell Wetmore, controller, to vice-president and controller; Henry C. Barkhorn, 2nd vice-president for securities investment, to 2nd vice-pres-



William H. Schmidt

ident for securities investment and treasurer; Frank B. Jackson, regional vice-president for sales, to 2nd vice-president for sales, administration; George Wilgus, 2nd vice-president for personnel, to 2nd vice-president for public relations, and Charles R. Murrar, superintendent of agencies in the manpower and management division, to regional sales vice-president for the eastern region. These promotions, too, are effective Dec. 1.

In line with the election of Mr. Hale and Mr. Bingay to their new positions, the organizational structure of the sales department will be changed so as to separate the line and staff functions and to centralize each under a single head.

Three appointments, other than the election of Mr. Wilgus, were made as a result of Mr. Reeve's advancement to senior vice-president.

In the sales department, E. C. Danford, 2nd vice-president for sales, will be the line officer responsible for the sale of all types of insurance. The regional vice-presidents and Canadian regional superintendent will report to him.

James B. McAfee, 2nd vice-president for sales, will be responsible for all sales staff functions. In effect, the manpower and management division and the merchandising division will be merged and directed by him.

Frank B. Jackson, in his new position as 2nd vice-president for sales, administration, will have charge of all phases of administration in the sales department and agency offices.

Homer Wood, as head of the market development division, will continue to report to Mr. Hale.

D. R. Johnson, superintendent of agencies in the former merchandising division, succeeds Mr. Murrar as superintendent of agencies in the manpower and merchandising division.

Richard T. Borah, director of special markets, succeeds Mr. Johnson, and Claud P. Barrett, assistant superintendent of agencies, is appointed to the new position of director of manpower development. Also named to a new position is George F. Brown, former director of recruiting, who becomes assistant director of manpower development; Roy B. Klager, director of agency administration, transfers in that position to the sales department's administration division under Paul B. Willson, superintendent of agencies, and William H. Witmer, supervisor of agency administration, succeeds Mr. Klager under James A. Shea, superintendent of agencies, field administration division.

James V. Conti, assistant director of health insurance sales, and William M. Treharne, director of brokerage sales, have been named to new positions as field sales directors. They will be members of Mr. Danford's staff.

The three appointments in the pub-

Monthly List Of Insurance Stocks Is Given In Full

(CONTINUED FROM PAGE 31)

	12/30/60	6/30/61	9/29/61
Hartford Fire	57 1/2	67 1/2	86 1/2
Hartford Steam Boiler	91	112	118
Home	57	58 1/2	62
*Home Protective	55	65	65
Imperial Life	90 1/2	114	123
Ins. Co. of North Am.	77	92 1/2	103 1/2
Ins. Shares Certificates	34 1/2	43	51 1/2
Interstate Life & Acc.	5 1/2	9 1/2	11 1/2
Interstate Fire & Cas.	14 1/2	30	32
Jefferson Natl. Life	17 1/2	18 1/2	23 1/2
Jefferson Standard Life	42	62 1/2	84 1/2
Jersey	34	34	34
K. C. Life	1,340	1,970	2,525
Ky. Central L. & A.	11	12 1/2	14
Lamar Life	33	54	73
Liberty Life	15	27	37
Liberty Natl. Life	39	70 1/2	89 1/2
Life & Casualty	16 1/2	22 1/2	28
Life of Georgia	58	103	110
Life of Virginia	56 1/2	87	112
Life Ins. Investors	8.95	12.56	15.52
Lincoln National Life	92	125 1/2	151
Loyal Protective	49	55	75
Maryland Casualty	36 1/2	41 1/2	40
Mass. Indemnity	39 1/2	49	64 1/2
Mass. Protective	69	112	123
Merchants Fire	35	42	39
Midwest. United Life	30	47	64
Mission	10 1/2	16	14
Monumental Life	45 1/2	58 1/2	85 1/2
National Fidelity Life	15	20	28 1/2
National Fire	123	136	149
National Life & Acc.	114 1/2	179	200
National Old Line	15 1/2	29 1/2	30 1/2
National Reserve Life	146	165	245
National Union	40 1/2	48 1/2	45
Nationwide Corp.	27 1/2	33 1/2	45 1/2
New Hampshire	49 1/2	57 1/2	61
North Am. Life	14 1/2	19	25 1/2
North Am. Life & Cas.	132	175	235
Northeastern	12 1/2	22	24
North Central Co.	9 1/2	15 1/2	14 1/2
North River	41 1/2	46 1/2	44
Northern Ins.	41 1/2	46	44 1/2
Northern Life	130	168	189
N. W. National Ins.	86	102	102
N. W. National Life	90	107	127
Occidental Life, N. C.	4 1/2	7 1/2	9 1/2
Ohio Casualty	24	29	28 1/2
Ohio State Life	39	51	54
Old Line Life	60	69	80
Old Republic Ins.	14 1/2	15 1/2	16 1/2
Old Republic Life	18 1/2	21	25 1/2
Pacific	55	56 1/2	59 1/2
Pacific Indemnity	33	35 1/2	37 1/2
Pacific National Life	15 1/2	25 1/2	29 1/2
Peerless	22 1/2	26 1/2	28 1/2
Peninsular Life	3 1/2	4 1/2	5 1/2
Peoples Life	29 1/2	38	50
Philadelphia Life	49 1/2	75	92
Piedmont Southern Life ..	59	69	94
Phoenix	83	102	117
Postal Life	16	23	31
Protective Life	36	48	57
Prov. Washington	18 1/2	22 1/2	23
Prov. Life & Accident	81	140	164
Quaker City Life	39 1/2	55 1/2	69 1/2
Reinsurance Corp.	21 1/2	23 1/2	23
Reliance	53 1/2	63 1/2	61 1/2
Republic	27	32 1/2	34 1/2
Republic National Life	33 1/2	70	70
Reserve	11	19	19 1/2
St. Paul F. & M.	61	71	85
Seaboard Surety	39	42	37
Security	55	66	85 1/2
Security Life & Acc.	33	65 1/2	82
Security Life & Trust	41 1/2	55	71
Southland Life	88	113	155
Southwestern Life	53	92	108
Springfield	33	36 1/2	40 1/2
Standard Life, Ind.	49 1/2	59	74
Transamerica	26 1/2	34	40 1/2
Travelers	93	122 1/2	162
Trinity Universal	31	34 1/2	36
Truck Underwriters	28	36	41
United	32	54	58
*United Pacific Corp.	18	28 1/2	32 1/2
United Services Life	40	97	125
U. S. F. & G.	41 1/2	57 1/2	65
U. S. Fire	30 1/2	35 1/2	33
U. S. Life	34	70	74 1/2
Universal	28 1/2	27 1/2	33
Variable Annuity Life	8 1/2	11 1/2	13 1/2
Victory Life	94	100	108
Volunteer State Life	57	70	78
Wash. National	36	57 1/2	63
West Coast Life	32	48	49 1/2
Westchester Fire	33 1/2	38 1/2	36 1/2
Western Cas.	38 1/2	56	52
Wisconsin Natl. Life	28 1/2	36 1/2	44 1/2

*Owns Home Life, Pa.

**Owns United Pacific Ins.

**Bid price at May 31

lic relations division include the promotion of Russell V. Vernet, director of advertising, to director of public relations. He will be succeeded by Henry L. Hayden, former assistant director of advertising. Stanwood A. Adley, administrative assistant in personnel, becomes director of personnel.

WANT ADS

Rates—\$25 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing "Situation Wanted" ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

LIFE INSURANCE INVESTMENT OFFICER

Exceptional opening for top management-level man, age 33-45. Must have substantial experience in Life company or Trust portfolio management, relating to mortgages, bonds, and direct placement work. Excellent opportunity with reputable 53 year-old midwestern life insurance company. Enjoy good living area, modern offices, liberal pension, welfare, and salary policies.

Send full details and resume for confidential reply to W. Mead Stillman, President, Wisconsin National Life Insurance Company, P. O. Box 140, Oshkosh, Wisconsin.

IF

You are an Associate of the Society of Actuaries and if you are interested in opportunity and advancement with a sound and progressive company, write directly to either of us. All communications confidential, of course.

Stuart F. Conrod, Vice President and Actuary

Stuart M. Shotwell, 2nd V.P. and Associate Actuary

LOYAL PROTECTIVE LIFE INSURANCE COMPANY

19 Deerfield Street

Boston 15, Mass.

ASSISTANT SUPERINTENDENT OF AGENCIES

Major Southern Multiple Line Company needs qualified man to assist in supervision of agencies. Age range 28-40 with successful field management experience, preferably with home office experience. Opportunity available immediately, but needs to be filled not later than January 1, 1962. Send complete resume to B-13, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

DIRECTOR OF TRAINING

Well established 55 year old mutual company located in Mid-west city has immediate attractive opening for a qualified man to take over entire field training and educational program for both Life and Health insurance. Liberal fringe benefit program. Excellent opportunity for man with initiative and creativity. Include background information and salary requirement in letter to B-29, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE INSURANCE COMPANY WANTED

Well established life insurance company wishes to acquire through merger or purchase a life insurance company preferably in North Carolina or vicinity. Contact B-16, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Assistant Chief Executive, life-casualty. H.O. Up to \$25,000. College Graduate. Rare opportunity for man with unusual management ability. Contact L. W. Nimmo, c/o Horace Mann Insurance Co., 216 East Monroe St., Springfield, Illinois.

"Would you like to have a million dollars net, after taxes, in twelve years. Believe it or not, we can prove this is fact, not fiction. Only a few life underwriters will be able to qualify. Must be under 35, earning \$25,000 minimum from Ordinary, have 10 years life selling. Write age, earnings, experience, education, family and goals. Reply to B-30, National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois."

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Public Practice Actuaries' Program Set For Oct. 9-10

(CONTINUED FROM PAGE 2)

division Lincoln National Life; "In Search of Pattern for Company Management in Early Years," Charles K. Leslie Jr., insurance consultant, Houston, and "Three Correlations—Nathaniel Bowditch," Walter G. Bowerman, consulting actuary, Leonia, New Jersey.

List Monographs

Monographs that afternoon will include "Cost-Plus Stop-Loss Group Insurance," Prof. Howard; "Determination of Amounts for Risk Premium Reinsurance," William S. Connell, North American Re; "Retirement Age 62," Robert S. Carnahan, consulting actuary, Los Angeles; "How Does Reduction in Retirement Age to 62 for Males under Social Security Differ from Such Provision for Females?," Liselott R. Lisle, Social Security Administration, Washington; "Time Delays in

Securing Departmental Approval to New Policy Forms," Frank E. Gerry, Miles M. Dawson & Son, Springdale, Conn.; "Coupon and Special Contracts," W. J. Barr, consulting actuary, Oklahoma City.

Also, "Some Problems of the Young Company," George Van Fleet, consulting actuary, Austin, Tex.; "Can Non-Medical Limits Be Safely Extended Beyond Issue Age 40?," Fred De Bartolo, American United Life; "Guaranteed Insurability Benefits—A Fraternal Benefit Society Must," Mr. Gerry; "Reserve Strengthening Post-Mortems," W. D. Bruce, Harley N. Bruce & Associates, Chicago; "Mean Reserves by Decennial Age Groups," O. H. Jekel, Reliable Life, and "An Approach to the Determination of the Purchase Price of a Block of Life Insurance," Thomas P. Bowles Jr., Bowles, Andrews & Towne, Atlanta.

There will also be a forum on problems of life insurers, with Robert Bruce and Robert H. Taylor, Taylor & Taylor, consulting actuaries, as participants.

James Rutherford, Pru Chicago Head, Sets Retirement Date

(CONTINUED FROM PAGE 2)

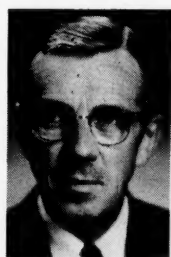
cago in 1955.

In the few years he has been in that city, Mr. Rutherford has been an active worker in business, civic and charitable activities. He is the current president of Chicago Assn. of Commerce and Industry, the nation's largest metropolitan chamber of commerce. In this capacity, he also headed the 1960 International Trade Fair. For the years 1957-58 and 1958-59, he was chairman of the Chicago chapter of American Red Cross and a trustee of the Community Fund-Red Cross Crusade of Mercy. He continues to be active in both organizations and currently is a member of the advance gifts division of the Crusade of Mercy and chairman of the chapter housing committee for Red Cross.

He is serving a four-year term on the Northeastern Illinois Metropolitan Area Planning Commission—to which he was appointed by the governor of Illinois—and recently was named by Mayor Daley of Chicago to membership on the executive committee of the newly created Chicago Committee on Economic and Cultural Development. He is also a member of the board of managers of YMCA of Metropolitan Chicago, a director of the Economic Club and a member of a number of other civic and educational organizations.

Cecil Richards Is Ont. Superintendent

Cecil Richards has been promoted from deputy superintendent to superintendent of insurance of Ontario to succeed Roy B. Whitehead, who has retired on pension.



Cecil Richards

Mr. Richards is a native of England. He moved to Canada in 1921 and for 17 years was with a firm of chartered accountants. He joined the Ontario department as chief examiner in 1938 and was appointed deputy superintendent in 1957.

Association Group Questionnaire Sent To 713 Companies

Questionnaires have been sent to 713 life companies as part of NALU's study of the association group situation, it was reported at the Denver meeting of the group committee, headed by Spencer L. McCarty, Provident Mutual, Albany, managing director of New York State association. The study is being conducted by the actuarial consulting firm of Bowles, Andrews & Towne.

While the point was not raised at the committee meeting, some of the company executives at the convention in lobby conversations expressed the opinion that the questionnaire asked for so much intimate information that it is problematical whether all companies would fill out the questionnaire completely.

The group committee's report was amended to recommend that NALU seriously consider the legal report that the Wisconsin association had made available, covering the charging of an

extra fee for group conversions. The right to charge such a fee had been given by a commissioner's ruling, but the state association got it changed by law.

However, Executive Vice-president Bruce E. Shepherd of Life Insurance Assn. of America pointed out that the suggested course of action of obtaining similar legislative changes in other states would be unwise until needed by an adverse ruling by a commissioner, since in no other state is it a problem and if an attempt to get legislation should be tried and fail, the situation would be unfortunate.

The Wisconsin association's study of possible steps to stop direct writing of group was acknowledged with thanks. The attack is through the licensing, anti-rebate and anti-discrimination laws, so that if a regular commission is not paid on a case the saving can't lower the insured's cost but must be calculated in the premium.

Leading producers of Associates Life of Indianapolis attended the annual convention at Manitowish Waters, Wis.

ACTUARIES

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CONSULTING ACTUARIES
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INSURANCE ACCOUNTANTS
Detroit Atlanta

BOWLES, ANDREWS & TOWNE, Inc.
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LIFE-FIRE-CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND ATLANTA NEW YORK
PORTLAND DALLAS MIAMI

HARLEY N. BRUCE & ASSOCIATES
(Founded 1929)
Consulting Actuaries
Chicago Cleveland Pittsburgh

Haight, Davis & Haight, Inc.
Consulting Actuaries
Insurance—Pensions
2801 North Meridian St. 3002 Dodge St.
Indianapolis 8, Ind. Omaha 32, Neb.

E. P. HIGGINS & COMPANY
Consulting Actuaries
Auditors and Accountants
Pension Consultants
Bourse Building Philadelphia 6, Pa.

W. MURDOCH STEWART, F.S.A.
CONSULTING ACTUARY
INSURANCE - PENSIONS
201 North Wells Street
Chicago 6, Illinois
Telephone: CEntral 4-4558

HARRY S. TRESSEL & ASSOCIATES
Consulting Actuaries
Insurance—Pensions
10 South La Salle Street
Chicago 3, Illinois
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► HEALTH

**NORTH AMERICAN
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**Through thought, deed,
and principle, people grow BIG**

The American College of Life Underwriters exists to help all members of the life insurance profession grow. In gaining the CLU designation, you acquire usable knowledge that makes your services to your clients even more valuable. In accepting the key, you pledge yourself to abide by a code of ethics that results in personal and professional respect.

Enroll, now, for the next CLU study course.

Be *big* in *your* business.

As Disraeli said, "Life is too short to be little!"

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